

The NATIONAL UNDERWRITER

Life Insurance Edition

64th

Annual Statement

1888-1952



This is the Western and Southern's financial report for 1951. It is a report of outstanding achievement of service to policyholders. The record increase in insurance in force reflects the excellent service rendered to the public by our Field Force. The Company is proud of this report and congratulates the members of the Field and Home Office for their splendid cooperation.



December 31, 1951

ASSETS

United States Government Bonds.....	\$176,959,168.00
Municipal and Corporation Bonds.....	28,913,782.54
Preferred Stocks.....	18,195,522.00
Mortgage Loans.....	197,133,810.52
Ground Rents.....	11,042,755.20
Real Estate: Home Office.....	2,283,183.70
Other.....	2,751,215.48
Policy Loans.....	9,622,542.35
Cash on Hand and on Deposit in Banks.....	4,226,128.82
Accrued Interest and Rents.....	3,419,257.28
Life Insurance Premiums Deferred and Uncollected.....	5,135,366.23
Other Admitted Assets.....	1,065,020.79

TOTAL.....\$460,747,752.91

LIABILITIES

Reserve On All Policies.....	\$407,618,391.00
Installment Payments, Matured Policies.....	1,694,155.00
Dividends Payable to Policyholders for the Year 1952.....	4,538,410.00
Policy Claims in Process.....	1,137,167.88
Premiums and Interest Paid in Advance.....	2,221,968.53
Accrued Taxes.....	1,983,146.32
Escrow Accounts and Unallocated Funds.....	2,349,289.13
Other Liabilities.....	858,033.34
Reserve for Asset Fluctuations and Other Contingencies.....	3,600,000.00
Reserve for Ultimate Changes in Policy Valuation Standards.....	2,200,000.00
Surplus.....	32,547,191.71

TOTAL.....\$460,747,752.91

Increase in Assets.....	\$ 37,739,883
Increase in Insurance.....	\$ 173,655,077
Total Insurance in Force.....	\$ 2,358,715,239
Total Policies in Force.....	4,141,455

THE WESTERN AND SOUTHERN LIFE INSURANCE COMPANY

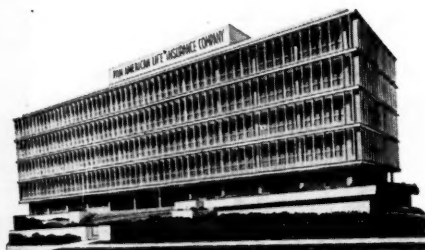
CINCINNATI

A Mutual Company

FRIDAY, MARCH 21, 1952

Four Decades of Progress

1912 TO 1952



1. AN ALL TIME HIGH IN NEW SALES, \$116,000,000 IN 1951
(Includes reinstatements and revivals)
2. HALF A BILLION DOLLARS OF INSURANCE IN FORCE
3. COMPLETE MUTUALIZATION
4. THE COMPLETION AND OCCUPANCY OF OUR NEW
\$3,000,000 HOME OFFICE BUILDING

There's A Reason

WE HAVE:

- A. A WELL-TRAINED SALES ORGANIZATION
- B. ARMED WITH EXCELLENT SALES TOOLS
and
HIGHLY COMPETITIVE SALES MERCHANDISE
- C. A LIBERAL COMPENSATION PLAN . . . PLUS
 1. Free Hospitalization
 2. Group Insurance up to \$6,000
 3. A Non-Contributory Pension Plan
 4. Disability Benefits

The progress of Pan-American Life Insurance Company is measured by the ability and success of its agency organization.

Our 238 Junior and Senior Dynamo Club Members averaged over \$350,000 of Ordinary Life business during 1951

CRAWFORD H. ELLIS
President

EDWARD G. SIMMONS
Executive Vice-President

KENNETH D. HAMER
Vice-President & Agency Director



For Information, Address:
CHARLES J. MESMAN
Superintendent of Agencies

PAN-AMERICAN
LIFE INSURANCE CO.
NEW ORLEANS, U. S. A

Yardstick For Term

HOW LONG should a Term policy renew?
How late convert?

We believe that Term insurance is best which renews longest and converts latest.

Term insurance as today's option on tomorrow's permanent insurance is like a property lease with option to buy. The option should renew IF the buyer needs and convert WHEN he is able. Ours do both.

Occidental short Term plans renew as often as necessary—to policy anniversary nearest 64 and convert at any time—to anniversary nearest 65. Thus is solved the problem of whether the buyer will need to renew and when he will be able to convert.

A Star in the West...☆



OCCIDENTAL LIFE INSURANCE COMPANY OF CALIFORNIA

W. B. STANNARD, Vice President

"WE PAY AGENTS LIFETIME RENEWALS . . . THEY LAST AS LONG AS YOU DO"

MORE THAN 1,800,000 POLICIES IN FORCE



Sun Life
of Canada

The
Con
Con

Ep
250
Liv

The
panies'
in its
tory d
cers fr
panies.
"agenc

Jame
field, v
North
& C.,
chairm
meeting
compar
the fir
the gr
when t
repres
compar
\$150,000
grown
changed
tee is n
ing its
me ti
L.I.A.M.
Harry
of Ame
L.I.A.M.
was in
entire h

Surplus
"Ther
cent ye
he said
put us
associat

Spene
preside
was el
compar
of the
Schole
Americ
Added
H. Hey
Life of
vice-pr
William
United

will help
might ar
sometim
search w
services
there we
The exp
budgeted
Preside
is at pre
to its me
fore. Sm
explained
members

Tougher

"I dete
comment
complai
as easy
forces tel
year ago
Expenses
in the fac
factors—
more diff

The L.I.A.M.A. Small Companies Group Comes to Maturity

Epic Attendance of 250 Officers Graces Lively Chicago Session

The largest meeting of the small companies' spring conference of L.I.A.M.A. in its 14-year history drew 250 officers from 105 companies. Theme was "agency building."

James E. Scholefield, vice-president North American L. & C., Minneapolis, chairman of the meeting, drew a comparison with the first meeting of the group in 1938 when there were 35 representatives of companies under \$150,000,000 in force. The group has grown so fast the size limits were changed. The small companies committee is now an autonomous group, electing its own officers and planning its own meetings within the framework of L.I.A.M.A.

Harry S. McConachie, vice-president of American Mutual and president of L.I.A.M.A., reported that L.I.A.M.A. was in the best financial condition of its entire history.

Surplus for Association

"There has been built up during recent years a surplus of about \$120,000," he said. "This fund was established to put us on firm footing and to allow the association to undertake projects which

will help us solve agency problems that might arise quickly. In the past, it was sometimes impossible to perform research work and provide other expanded services on a moment's notice because there were not always funds available. The expenses are on a completely budgeted plan."

President McConachie said L.I.A.M.A. is at present providing greater services to its member companies than ever before. Small companies particularly, he explained, are getting more for their membership dollar than ever.

Tougher Times

"I detect tougher times ahead," he commented. "Merchants are already complaining that goods are not selling as easy as a year ago. Our own field forces tell us selling is harder than a year ago. Credit is being tightened. Expenses of doing business remain high in the face of this situation. All of these factors—and many more—indicate more difficult problems await us."

ZIMMERMAN AT SPRING CONFERENCE

Says Smaller Companies Should Take More Advantage of Their Mobility

Small companies can afford and should do more independent thinking, Charles J. Zimmerman declared at the conclusion of the three-day L.I.A.M.A. small companies conference devoted to agency building.

Mr. Zimmerman, who is managing director of L.I.A.M.A., made a plea for small companies to take advantage of their particular assets in the area of experimentation. Small companies can try out some ideas not thoroughly tested before, he said. With less tradition to bind them, they can exercise more initiative in putting new ideas into practice.

"Too often, there is a trend for small companies not to accept new ideas, but to sit back and wait to see what the big fellows are going to do," said Mr. Zimmerman. "I urge you to remember that what is best for the big fellows is not always necessarily best for the small company." He cited some examples from recent developments in the business.

Can't Expect Quick Results

If the small companies are seriously going to undertake an agency building program, he said, they must remember that they cannot expect results too quickly, that money alone will not do the job, and that "you can't build a first-class agency with second-rate managerial talent." The small company, along with the larger company has, as the starting point of its manpower problems, the training and development of first-rate managers.

In agency building, the small company faces certain handicaps. Small companies may not have as great margins as larger companies. They may not have as well-established a sales organization on which to build, and frequently they do not have an agency-building pattern established.

But they also have some very marked advantages. One great advantage is that it is much easier for the small company to establish sound human relations. The larger an organization grows, the more difficult it is to retain the personal relationship which is such a vital part of human relations.

Can Jump Into New Markets

Mr. Zimmerman said small companies have the opportunity to move more rapidly into newly-developed markets. He called attention to the decentralization of industry and the rapid growth of suburban areas, and the opportunity the small company has in establishing agency organizations in those communities which have often been necessarily overlooked by the larger companies. Because of their more flexible management, they don't have to go through the formalized procedure of a

"We will need the broad research, management aids and services plus all the know-how and experience that our association can provide us. We will need these things more in times of hard selling than in easy years of the past decade."

Mr. McConachie told the group that the small companies had been making great progress in growth during the past years. He congratulated the officers on this record of achievement.



C. J. Zimmerman



S. R. Keare

larger organization if they decide to enter new territory, or if they decide to enter a new field of personal insurance such as A. & H.

Discussing markets, Mr. Zimmerman declared: "Certainly there is every reason to believe that we have not saturated our market either in the extent of our coverage or in the adequacy of our coverage. We have many clues indicating that we have made no gains in the last decade. It is true that 77% of the spending units in this country own some life insurance and 86 million Americans are policyowners of our companies. But what about the 23% of spending units who do not own life insurance? Is 77% about the saturation point?"

"Logical thinking would lead us to believe that it is not. The percentage of people who can't get life insurance is extremely small—under 3%. The percentage of people who don't need life insurance is extremely small, and the percentage of people who can't pay for life insurance is also extremely small."

Cites Baton Rouge Survey

L.I.A.M.A.'s Baton Rouge survey, he reported, shows that 50% of people questioned there had not been called on by an agent within a year, and 33 1/2% had not been called on by an agent in more than a year. Of the latter group, 37% had incomes of \$5,000 a year or more. From the standpoint of ability to pay, he pointed out, more than one-third of the group not called on in more than a year qualified. "We can assume they have the need, and can get life insurance," he observed.

Mr. Zimmerman also quoted from a study made by the Psychological Corporation. Their figures showed that 25% of people owning life insurance had not been called on by an agent in two years, and 50% of non-owners of life insurance had not been called on in two years.

Potential Still Unapproached

"From these clues," he continued, "we would have to conclude that we have not approached the potential in extent of coverage. We may have lost ground in certain occupational groups such as the blue-collar and farm market. We may have lost ground, too, in certain economic groups such as the \$3,000 to \$5,000 income earners. Then, too, in geographic groups, our 1949 Buyer Study shows that the percentage of coverage decreases with the decrease in density of population. These figures should be of special interest to the small companies: Our coverage in metropolitan areas (a million or more people) is 84%; in cities of 500,000 and 600,000 population, it is 80%; in communities of 2,500-50,000, it is 77%; under 2,500, 73%; and in so-called open country, our coverage is only 66%.

"As regards adequacy of coverage, we must definitely conclude that we have lost ground as against our potential. If we measure life insurance sales or life insurance in force or premium income against national income or against disposable personal income or against discretionary spending power, we have lost ground in the last decade."

Reduces Ordinary Rates

Penn Mutual Life has reduced its rates for ordinary and has increased minimum amount issued on this plan to \$10,000. A new life paid up at 85 policy has been introduced, which will not normally be issued for \$10,000 or more.

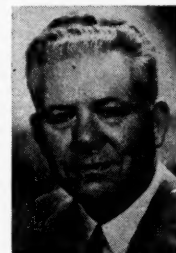
N.A.L.U. Drives for Funds to Build Own Headquarters

Site Remains Open: Pledge Continuous Battle Against 213

By RICHARD J. THAIN

The shadow cast over the midyear meeting at Chicago by the failure of the legislative effort in New York state was banished at least temporarily during the meeting of the national council

by the brilliance of President Charles E. Cleeton's launching of a campaign to raise funds to build a headquarters for N.A.L.U. All the association could say in a legislative way was that it was going to keep fighting the good fight for another year. No decision was forthcoming on where the new N.A.L.U. headquarters will be. But it was made abundantly plain from initial reception that there will be very little difficulty in raising the funds to erect this building from the members of N.A.L.U.



C. E. Cleeton

Launch New Managers Conference

The 1952 midyear meeting was also memorable for the first annual management program of the new General Agents and Managers Conference of N.A.L.U., 3,476 charter members strong. This entire program was as excellent as everyone knew it would be, because its chairman, Charles W. Campbell, Prudential, Newark, and its other leaders are men who have formed the backbone of N.A.L.U. The great success of the managers' group seemed to increase pressure by certain agent-members of N.A.L.U. for a separate agents' conference. This push was reflected some in the committee deliberations and in the meeting of the national council by the statement of Robert C. Gilmore, chairman of the committee of agents, that his group was drawing up regulations for a proposed agents' conference to be presented to the trustees at the annual meeting in Atlantic City in September.

Campaign Plans Set Forth

The pitch on the memorial campaign for raising money for an N.A.L.U. headquarters building was made by Master-salesman Cleeton. He was ring-master, you might say to the final act of the three-ring Edgewater Beach hotel where meetings of N.A.L.U., the managers' conference and of the small companies of L.I.A.M.A. were going on simultaneously. Mr. Cleeton, who won his fame as a salesman of N.A.L.U. membership, was in magnificent fettle as he described the campaign. He explained that all members subscribing contributions to the N.A.L.U. memorial building fund of \$100 or more will be named "charter builders" and be given replicas of the bronze plaque

(CONTINUED ON PAGE 10)

Why Did the Efforts to Revise Section 213 Fail?

Companies Cite Superintendent's Unexpected Objections

NEW YORK—What do the life companies feel was responsible for the fact that the New York legislature is winding up its 1952 session this week without having enacted a revision of the expense limitation law?

James A. McLain, president of Guardian Life and chairman of the companies committee on section 213 revision, is out of the city, so no official statement is immediately available from the committee. But it is no secret that the companies feel that Superintendent Bohlinger of the New York department let them down unexpectedly by objecting to their draft bill on grounds quite separate from what had previously been understood to be the department's only objections of any consequence.

Penalties and Uniform Accounting

When the department technicians and the subcommittee headed by Executive Vice-president Roger Hull of Mutual Life were trying to reach an agreement, they drew up an agenda with 12 points of disagreement. Prior to the Feb. 14 hearing the general impression among the companies was that except for two points the department was sufficiently satisfied with the compromises reached on the others that it would not attempt to block the enactment of the bill on their account.

However, when Mr. Bohlinger testified Feb. 14 he objected to the bill not only because it did not contain the type of penalty and uniform allocation of expense provisions he wanted but for several other reasons.

Testimony on "Infirmities"

For example, Mr. Bohlinger was asked by Counsel Paul Bleakley of the Condon legislative committee whether "the so-called McLain proposal, as modified, remedies any of those alleged shortcomings of section 213" which Mr. Bohlinger had mentioned earlier in his testimony. (Mr. Bohlinger did not then or later answer Mr. Bleakley's question as to how the McLain bill would remedy 213).

"There are infirmities in the McLain proposal as well and that is why I suggest that the committee might want to give it some further consideration," was Mr. Bohlinger's reply.

"Are there any infirmities in the McLain report that you wish to discuss at this time?" Mr. Bleakley asked.

"I can, if you wish me to," answered Mr. Bohlinger. "For one thing, the McLain proposal attempts to set up this so-called separation. One of the reasons given for it was the so-called inability of the soliciting agent to know, under the present law, what compensation he could obtain. I suggest to you that even under the McLain proposal a soliciting agent cannot tell what compensation he can obtain, despite that formula and the limits, because it calls for a validation of the contract which must take into consideration various things which are hard to determine. No agent can know that unless he makes a study of it. Usually looking at the law won't tell him how much he can get, in my opinion."

34.6% LIMIT

"There is the further matter of this question of a limit on the compensation to the general agent, as I think I have mentioned to you previously. To make sure I will mention it now. The original McLain proposal didn't place any limit on the amount of compensation that

(CONTINUED ON PAGE 20)

Bohlinger Feels Earlier Consultation with N. Y. Dept. Would Have Helped

ALBANY—Asked by THE NATIONAL UNDERWRITER what he considered the main reasons why no revision of the New York expense limitation law was effected this year, Superintendent Bohlinger of the New York department said in his opinion there were a number of factors but probably the major one was the fact that the companies' committee didn't have a New York department representative sitting in on their deliberations from the start.

Mr. Bohlinger made it clear that he was not critical of the companies for not having a department representative in on the conference from the beginning, but he feels that the fact that the companies had got so far along with their ideas before consulting the department not only left less time in which to consider the problems jointly but meant that the companies' ideas were pretty well crystallized and lacking in flexibility by the time the company committee and the department technicians sat down and put their heads together.

Nothing Till 16th Draft

"The first thing the department ever got was the committee's 16th draft," he said. "From then on, the committee sent us revisions 'for information' but there was no explanation indicating either the thinking or philosophy behind the draft or the revisions. The first time our views were requested was when an allegedly final draft was pre-

sented in July, 1950. Then another 'final' draft was presented at the end of September, 1950, along with a lengthy explanatory memorandum."

Another reason why the negotiations failed to result in legislation this year was, according to Mr. Bohlinger, the companies' failure to appreciate that while the department might be willing to compromise on some points there were others on which it had definite and serious reservations. Mr. Bohlinger was particularly desirous of having any revision incorporate the kind of uniform allocation of expense and penalty provisions that would enable the department to do an effective regulatory job.

No Effective Remedy

Asked why he is so interested in having the right to impose a penalty on life companies for willful violations of the expense limitation law, Mr. Bohlinger said there is no effective remedy under the present law for violations by life companies, although for some years the department has had the right to penalize the fire and casualty companies and agents and brokers for willful violations of the insurance law.

The only remedies now available, he said, are so drastic as to preclude their use for the general run of violations.

The provision he seeks would be subject to reversal by the appellate court if the evidence did not sustain the superintendent's findings, he said. This means, he explained, that there would have to be more than the "scintilla of evidence" that laws of some states refer to. Mr. Bohlinger said that a finding under article 78 of the civil practice act would be reversible if there were not sufficient evidence to sustain the finding. It would be reversible for the same reasons that a trial court could set aside or an appellate court reverse the verdict of a jury, he said.

"The power to impose a penalty for

(CONTINUED ON PAGE 21)

Beneficial Life Promotes Only from Its Own Ranks

Describing the program of his company, which makes all general agent appointments from its own ranks and has a regular program of market analysis for planning expansion, Clyde J. Summerhays characterized the general agent as the key factor in agency building. Mr. Summerhays, vice-president and director of agencies of Beneficial Life, spoke at the Monday afternoon session of the L.I.A.M.A. small companies conference at Chicago.

A general agent is a man who because of his ability, his desires, and his energies is able to influence men to reach the full measure of their capabilities, he said. "To fit this definition, a general agent must be a missionary, a social worker, a salesman and business man," Mr. Summerhays continued. He described his company's method of compensating a general agent in proportion to his effectiveness in the several areas of his job and the close liaison among his home office agency department, the L.I.A.M.A., and the general agencies.

Mr. Summerhays commented: "While you cannot make a man a general agent solely by increasing his commission five or 10 or 15%, we recognize the fact that we should have a compensation system which will properly compensate a capable man in direct proportion to his accomplishments. If he is able to influence high quality men to associate with him in spreading this gospel of independence and security, relieving suffering and teaching sound doctrines, he should be compensated for that ability."

Men Not Created Equal

"Men are not actually created equal. We hope that in this country, at least, all men have an opportunity to reach the full measure of their capabilities. General agents are not equal in any aspect of the job, so we think a compensation plan should take into consideration these factors: recruiting of men, training of men, conservation of men, writing business of good quality and keeping that business on the books. We have geared our general agents' contract so that a man who does a good job in each or any of these fields will be compensated proportionately."

In the area of market analysis, the speaker urged small companies to study the general economic condition of an area under consideration for a new agency, particularly its recent growth. He gave an interesting account of Beneficial's establishment of an agency in Yakima, Wash., near the government project town of Richland. He also emphasized the importance of fitting the general agent to the territory.

Mr. Summerhays said, "We believe it is sound for us to continue an agency building program and to make our general agent appointments from within our own organization. We believe it is sound for us to give a general agent a reasonably free rein, but with guidance and counsel from the home office. We believe it is sound policy to pay for the kind of job we want in such a way that it will stimulate each man to reach the full measure of his capabilities."

'Right to Fine' Bill Passes New York Legislature

ALBANY—The department-sponsored bill giving the superintendent the right to fine life companies up to \$1,000 for willful violations in connection with filing policy forms and rates, has passed both houses and awaits action by the governor. The companies object to it on the ground that there is inadequate provision for judicial review of the facts.

Life & Casualty has purchased a building at Birmingham, Ala., now occupied by F. W. Woolworth Co.



What's In A Name?

In Kentucky the name of Commonwealth Life means plenty!

To serve adequately its thousands of Kentucky policyowners, the Commonwealth maintains twenty-three Branch Offices throughout the Bluegrass State.

Staffed by competent Commonwealth Careermen and headed by highly-trained Managers, these Branch Offices covering each of Kentucky's 120 counties are currently breaking all production records.

Traditionally, Commonwealth sells more life insurance to Kentuckians than any other company operating in the state. In 1951 these sales totaled \$64,130,806 . . . 23.7% greater than in 1950.



INSURANCE IN FORCE, February 1, 1952 — \$543,289,909

COMMONWEALTH
Life Insurance Company

HOME OFFICE • LOUISVILLE, KY.

L.I.A.M.A. FORUMS SHOW:

Proselyting Still Common Way to Get New Managers

In their opening remarks, Roger Bourland and Charles E. Gaines set the theme for the sparkling discussion on managerial development at the L.I.A.M.A. small companies conference at Chicago.

Mr. Bourland, director of ordinary agencies for Liberty Life, presided at the meeting of agency officers of companies with more than \$100 million in force. Mr. Gaines, vice-president and agency director of Great National, was in charge of the under \$100 million companies group.

"Although there are three ways the small companies can go about building an ordinary operation," Mr. Bourland said, "the method which places emphasis on recruiting, training and developing career underwriters and managers is the one followed with varying degrees of success by most of our leading companies today."

He said the other two methods, circumvention of the agency system with the home office acting as general agent, and mass recruiting within the agency system, "are as well understood and as old as the business itself. They are the methods employed originally by our leading companies, as the history of life insurance shows so clearly. Possibly they are essential in the smaller company's struggle for growth and strength, yet the newer concept of managerial development is worthy of our study."

Development Advantages

"Its advantages include the acquisition of high quality, high profit business, superior quality and efficiency in field men, adequate reserves for managerial replacements. Through agency-building managers and general agents, we contribute to the communities in our territory, to the life insurance business and to the public. We build better public relations and company acceptance. We stimulate pride in men beyond financial return, and start a chain reaction in attracting quality men."

"Of course, this method has disadvantages, too. We must make a high initial investment in training and financing and realize that volume will increase slowly in the initial stages as men are built. We face a double burden in training, since we must also train our managers to train. This method may be unprofitable for units below a million dollars of annual new business. And our carefully trained field personnel is open to proselyting."

"There seems to be a great challenge to all of us today to enter and conquer in the field of managerial development, to set aside some of the predatory ideas that have prevailed in the industry heretofore, and build new men, build strong agencies and companies that will be a credit to our industry."

SMALL INSURERS

Mr. Gaines began his discussion by considering the philosophy of agency building in a small company. He said top company officers "must be really interested in developing career agents rather than only in volume production. This interest should be reflected in the formulation of some fairly long-range company objectives, and these objectives should be thoroughly explained to the present field force."

"It is vital that present agents believe in the company's desire to develop career agents and agencies, for they are the best possible source of new recruits. Belief in this objective is far more important than any compensation they may receive for such recruiting."

In developing managers from within a company's own ranks, Mr. Gaines

said, management must decide whether or not the best personal producers will make the best managers, how important the agent's desire to be a manager really is, and how present managers can be made a part of the building program.

He invited comment on the formation of training plans, on the question of other companies' personnel as a manpower source, compensation in agency building plans, and agency facilities.

Both discussion groups dealt with methods and techniques for recruiting, compensation, induction, training and supervision of men for agency building. Serving as co-moderators were Lewis W. S. Chapman, L.I.A.M.A. director of company relations, in the larger company group, and Frederic M. Peirce, associate director, company relations, in Mr. Gaines' group. The afternoon discussion groups dealt with a variety of current problems faced by the small companies.

BLOW BY BLOW

The discussion group composed of companies with more than \$100 million in force was started with informal surveying of an audience composed of representatives of about 50 companies. Only one hand was raised to indicate that a company performed the managerial function from the home office.

There were 11 companies expecting the agency head to engage in personal production. There were 23 companies building agencies with full-time life underwriters and an equal number in a (CONTINUED ON PAGE 9)

February Net Volume Decreases

Life insurance purchases in the United States in February showed a decrease of 5% from February of last year, but ordinary showed an increase of 15% over a year ago. Reported by L.I.A.M.A. life purchases in February totaled \$2,179,000,000 compared with \$2,287,000,000 in February last year. Purchases of ordinary were \$1,487,000,000, up 15% over a year ago. Industrial amounted to \$454,000,000, an increase of 7%. New group amounted to \$238,000,000 in February, a decrease of 58%. These represent new groups and do not include additions under contracts in force.

In the first two months of the year total life purchases were \$4,210,000,000, a decrease of 3% from the first two months of 1951. Ordinary accounted for \$2,953,000,000, an increase of 12%; industrial, \$836,000,000, an increase of 2%, and group, \$421,000,000, a decline of 51%.

Mortgage Men Tour Texas

J. D. Jamieson, superintendent, and H. W. Kinnear, assistant superintendent of the mortgage department of Crown Life, Toronto, have just completed a tour of its Dallas, San Antonio and Houston offices.

Decreases Single Premium Rates

Because of improved interest earnings Crown Life of Toronto has reduced single premium and endowment rates and single premium immediate annuities. The company has also increased the rate of interest allowed on premiums paid in advance.

Citizens National Life has appointed Mel Blaising regional manager at Ft. Wayne.

Calls Service to Small Buyers Vital to Public Relations

Holgar Johnson Tells Managers of Need for Comprehensive Job

The need for a broader spread of life insurance protection to all the many publics by more effective agency organizations offers a major challenge to life insurance field management today, importantly affecting the public relations of the business,

Holgar J. Johnson, president of the Institute of Life Insurance, told the General Agents and Managers Conference of the National Assn. of Life Underwriters at its meeting in Chicago.

Mr. Johnson paid tribute to the role of the field forces in creating the public point of view concerning life insurance, both at point of sale and in the continuing service.

"While life insurance ownership is at an all-time high, it has lost ground in its relative position in the economic structure in recent years," Mr. Johnson said. "Whatever fluctuations may develop in the years ahead, it seems apparent that the economic life of the nation is definitely on a higher plane than a decade ago. And yet life insurance per family represents a smaller share of income than in 1940. While the 1940 ownership was somewhat over one year's income, today is slightly under the one year average. The difference is even wider when premium volume is measured against national income."

No Rise in Cases Per Agent

"Although the average size of policy has tended to increase, there is some evidence that the number of cases per established agent has not increased."

"The agency forces are doing a good job in the distribution of policy proceeds, selling on a program basis, but we should not overlook the small package sale. That is the means of distributing life insurance to a large segment of our society, to whom the small policy may mean as much if not more than the larger policy of the programmed families. The question the agency forces should always be asking is, 'Are we doing all we can for all of our markets?'"

Directly linked with this matter of widening the spread of life insurance ownership is the problem of agency organization, according to Mr. Johnson.

"Much of the success of an agency," he said, "stems from the attitude of the general agent or manager. He must be genuinely interested in his people, wanting to see each of them succeed."

Poses Some Questions

Turning to some specific points of field management, Mr. Johnson asked several questions:

"Are we trying to recruit on too high a plane, not in character but in relation to our whole market, forgetting that our agency job is to serve all the people?"

"Is our agency training related to the market that the agent serves, so that a creditable representation may be built not only for the agency but for the company and for the business as a whole?"

"While great progress has been made (CONTINUED ON PAGE 22)



Holgar Johnson

A Bundle

One of our managers tells the story that several years ago he accepted the assignment of doing a programing study for the client of one of the underwriters. After some delay occasioned by the search for his policies of life insurance, the client finally got together the batch and sent them in to the underwriter. When, late that afternoon, they were turned over to the manager he gave them a first once-over. The client, a large contractor, had been buying life insurance over a period of years, some from one company, some from another. The manager found that all-in-all the total of the policies came to \$1,000,000.

It being the close of the day's work, he gathered all the policies together, just a bundle of papers, and locked them in the bottom drawer of his desk. Then he left for the day.

On the way home in a commuter's train he read the afternoon newspaper, and an item caught his eye. The client with all the insurance had died. As the manager went his way homeward he said to himself that in the bottom drawer of his desk he had left \$1,000,000.

THE PENN MUTUAL LIFE INSURANCE CO.

MALCOLM ADAM
President

INDEPENDENCE SQUARE, PHILADELPHIA

Summaries of N.A.L.U. Committee Reports Given

Following are condensations of the committee reports that were issued by N.A.L.U. in advance of the midyear meeting:

VETERANS

The committee on veterans and servicemen, headed by John D. Marsh, Lincoln National, Washington, D. C., N.A.L.U. secretary, deals entirely with the pending Kilday bill. The report recommends that serious consideration be given to the adoption of one of these alternative proposals to the Kilday bill: (1) Increase the amount of existing service-connected death compensation payable by the veterans administration to an amount deemed reasonable, this increase being paid only if death results from the extra hazard of war; (2) have the government offer to all life companies, probably through VA, the opportunity to reinsure the war risk of any individual citizen up to a maximum of \$15,000, with no premium to be charged by the government for such reinsurance. The government's liability would be strictly limited to war deaths and then only to the difference between the cash value and the face amount. Thus the taxpayers would be paying only for those hazards directly attributable to war service—a proper function of government—and only then in cases where individual citizens felt the need of protection sufficiently to pay regular life insurance premiums therefor. Such a plan would materially reduce the expense to taxpayers by eliminating death claims due to normal civilian hazards, administration costs and the usual imponderables of quasi-governmental projects such as the Kilday bill proposes.

NATIONAL AFFAIRS

The committee on national affairs, headed by Philip B. Hobbs, Equitable Society, Chicago, has cooperated with other groups and institutional associations in considering such matters as war clauses, willingness to organize agents to cooperate with civilian defense programs, and aid the Treasury department in the sales of war bonds and in the training of civilian groups to sell such bonds. Many members throughout the country have offered their services in the war bond and civilian defense efforts. If a more serious emergency arises the committee will alert the membership to the problem and offer suggestions for concentrated participation. The committee meets on call, and as yet this year, has not been called.

FEDERAL LEGISLATION

As chairman of the federal law and legislation committee N. H. Seefurth, Northwestern Mutual, Chicago, reported that the committee's impression is that companies have been moving slowly in getting their pension plans qualified since the revenue code was amended to permit qualification of agents pension plans under section 165. The committee suggests that if there is any doubt in the individual agent's mind as to whether his own company has qualified its pension plan, he should check with his home office without delay.

Discussing the Coudert bill that would allow income tax deduction of insurance and annuity premiums, the report states that obviously the manner in which the question is decided is of the utmost importance to N.A.L.U. members and N.A.L.U. should not agree to any policy of tax incentive for individual savings or retirement that discriminates against life insurance or annuities or among policyholders. With the pressure for increased revenue and at the same time a reluctance on the part of Con-

gress to raise the already ruinous tax rates, it seems unlikely that legislation of this kind will pass at this session, the report indicates.

The Coudert and Reed-Keogh bills were subjected to much general discussion by committeeman David Marks, past N.A.L.U. president Julian S. Myrick, who gave the backgrounds of the Coudert bill, Eugene Thoré, general counsel Life Insurance Assn., and Carlyle M. Dunaway, general counsel N.A.L.U. Mr. Dunaway reported that he had been asked to serve as a life insurance representative on the coordinating committee of a group ostensibly interested in the passage of the Reed-Keogh bill. Since N.A.L.U. has not declared its position in this issue, his participation in this committee was questioned.

Mr. Dunaway justified his committee membership on the grounds that it placed him in an inside position to observe non-political action behind the bill even though it contains inequities and discriminations.

Final report at the laws and legislation committee meeting was a resolution from the Wichita association given in narrative form by Gerard Allen. The resolution calls for broad and sweeping reform of current estate tax and business insurance laws and is predicated on the interpretation of Section 165(a) of the Internal Revenue Code which specifies the indemnity and savings elements of life insurance. Revolutionary in scope, Mr. Allen presented the resolution as an opportunity for N.A.L.U. to take the offense in tax legislation and not necessarily as a planned program.

MANAGERS' CONFERENCE

The report of the General Agents and Managers Conference, formerly the general agents and managers committee, stated that much progress has been made since the conference was established at the annual convention in September. An effective organization has been set up in N.A.L.U. headquarters; committees are all organized and they're establishing a pattern for future activities; the membership campaign is progressing satisfactorily and public recognition is being obtained by the conference. The officers and directors of the conference are especially appreciative of the fine cooperation that has been given by the officers and trustees of N.A.L.U.

AGENTS

Major item of importance holding over from last year, for the committee of agents, is the recommendation that the committee be given over-all responsibility for matters directly affecting the agent's welfare. This is now in the process of solution following the recommendations for the consolidation of N.A.L.U. committees from the functions and activities committee. No further action is required on this point until the

annual convention in September.

The other continuing matter is developing effective publicity to encourage formation of more agents advisory councils in local associations. Plans are afoot to have such publicity appear in Life Association News that might encourage local associations to take the proper steps in advance of their annual meetings in June. It is planned to include a guide on advisory council formation in this year's leadership training materials. The agents committee is headed by Robert C. Gilmore, Jr., Mutual Benefit Life, Bridgeport, Conn.

STATE LAWS

The committee on state law and legislation, headed by Robert R. Reno, Jr., Equitable Society, Chicago, gave a detailed summary of legislative activity.

Discussing the so-called Green River ordinances, which prohibit sales canvassing, the report mentions that there is now pending in Oregon a case, Burnside and Metropolitan Life vs. City of Salem, which may definitely decide for the first time the question of whether this type of anti-solicitation ordinance is intended to apply to or can be successfully enforced against life insurance agents. While the Oregon decision will not, of course, be binding on the courts of the other states, it might at least be regarded as establishing a very persuasive legal precedent, according to the report.

The committee reiterated its recommendations to the trustees and national council made at the September meeting, regarding model qualification laws, opposition to state cash sickness compensation laws, opposition to savings bank life insurance, prompt reporting of Green River or similar ordinances to national headquarters, and adoption by all state associations of complete up-to-date files on all members of their respective state legislatures, together with at least one "grass roots" contact for each legislature, the contact, if possible, to be a life insurance agent personally known to and friendly with the legislator.

WOMEN AGENTS

The committee of women underwriters, headed by Elsie Doyle, Union Central, Cincinnati, reported that progress is being made in the effort to build a roster by states of all women agents who are members of N.A.L.U. These women agents total about 1,500.

The committee is now writing key women requesting that they personally contact the agency managers in their respective cities or communities to obtain the names of active women agents and then check with their local association's secretary to ascertain which of these women do not belong to the association so that they may be solicited for membership. The committee hopes to increase the number of women agents in the association by at least 10% over the 1,500 now listed.

COMPENSATION

The report of the committee on compensation, of which Spencer L. McCarty,

Provident Mutual, Albany, executive secretary of the New York State Assn. of Life Underwriters is chairman, was devoted mainly to a review of the intensive and comprehensive efforts to get a full-scale revision of section 213, the expense limitation section of the New York insurance law.

The report stresses a point sometimes overlooked, that revision of section 213 is highly important for debit men as well as ordinary agents because it applies to the ordinary business of industrial agents, not just that of ordinary field men. The report points out that the joint legislative committee that has been considering revision of 213 stated that it would not consider 213A, dealing with industrial insurance, at the current session of the legislature, wishing to dispose of section 213 first.

ASSOCIATIONS

The committee on associations, of which A. Jack Nussbaum, Massachusetts Mutual, Milwaukee, is chairman, commends the new publication, "Wheel-horse Newsletter," since it keeps association leaders at all levels from being overcrowded with mail while they continue to receive all the pertinent information they need. The committee suggests that the national committeeman of each local association read a few highlights from the Newsletter each month at regular meetings, thereby letting the members know that something is going on in their behalf at all times.

Leadership training texts for 1952 will be ready in time for state associations to plan their schools for any time after June.

The committee reports that the "acceptance form" for new candidates for state and local office was well received in 1951 and has proved that when an individual signs his name to a promise he will do his utmost to follow it through. The committee recommends continuance of this procedure and its extension to additional associations.

INDUSTRY DEVELOPMENT

The committee on research and industry development, of which Henry S. Stout, John Hancock, Dayton, O., is chairman, reported that since the pension conferences sponsored by N.A.L.U. in Chicago, Detroit, Cleveland and Pittsburgh, there has been a demand for a Reader's Digest type of booklet condensing the best of the material developed at these conferences. The booklet is now in the hands of the printer. It can be handed to a client and will be an ideal booklet to distribute at future pension-business insurance conferences.

At the N.A.L.U. meeting in Los Angeles, the committee was asked to study the question of state regulation of self-administered pension plans. However, it has seemed wise to the committee to give the matter careful consideration and study and move very slowly. "There are those who believe that any suggestion for regulation of any type of pension plan might bring about unnecessary and harmful increases in the regulation of our own business," the report states.

In conjunction with the N.A.L.U. (CONTINUED ON PAGE 22)

Figures from Companies' Year-End Statements Shown

	Total Assets	Increase in Assets	Surplus to Policyholders	New Bus. 1951	Ins. in Force Dec. 31, 1951	Increase in Ins. in Force*	Prem. Income 1951	Benefits Paid 1951	Total Disburs. 1951
Beneficial Life	50,928,904	4,411,045	5,758,076	36,465,677	253,154,233	17,526,662†	7,166,550	2,729,904	5,200,363
Farm Bureau, O.	38,427,424	6,714,286	4,908,602	129,617,872	474,246,455	95,014,273‡	9,830,892	2,123,618	5,310,005
Fidelity Union	18,385,513	2,253,236	3,500,000	28,516,659	109,246,983	18,747,763‡	2,810,926	603,542	2,061,039
General American	187,999,765	5,314,597	5,366,866†	62,406,999	1,261,475,338	48,625,443‡	28,311,012	29,676,748	32,528,478
General Life, Ga.	267,274	44,893	157,878	3,524,667	4,714,755	2,479,548	4,066	175,417	175,417
Hoosier Farm Bur.	9,567,372	1,715,062	1,074,243	13,839,106	84,865,973	9,654,561‡	3,095,726	850,008	1,811,338
Lafayette Life	18,162,544	1,783,244	1,676,940	12,285,577	86,734,752	6,206,281‡	2,572,945	757,177	1,065,451
New World Life	25,911,016	1,422,645	1,882,542	14,927,400	115,134,113	6,398,164	3,045,036	1,412,141	2,303,794
No. Amer. Life, Ill.	29,439,427	2,111,370	2,401,968	22,366,951	148,365,327	11,102,742‡	4,326,521	1,610,113	4,065,451
Pioneer Mutual, N. D.	18,699,111	735,921	1,707,245	5,580,218	62,985,580	2,156,874	1,714,724	1,136,593	1,286,298
Protective Life, Ala.	45,716,262	4,144,976	3,473,323	46,352,314	430,562,154	34,622,477†	10,973,587	6,257,343	9,778,473
Prudential	9,536,879,646	612,509,284	507,687,243	3,706,220,443	36,302,672,606	2,201,029,456†	278,290,142	718,967,387	1,024,774,071
Union Life, Va.	11,244,800	1,285,655	2,831,165	27,062,887	76,744,188	4,862,336	3,818,230	5,334,038
Western Mutual, Ill.	1,857,882	56,512	232,022	1,241,590	7,583,271	969,142	152,160	197,288	233,012

*In column six, the superior numbers denote increases in group life insurance due to normal addition of employees to groups and employees becoming entitled to additional insurance. The respective increases are †\$922,500; ‡\$4,470,676; †\$67,000 in group life due to changes in existing plans. †Does not include special reserves †\$8,249,284; ‡\$238,215,273. †Includes a decrease amounting to \$8,809,408.

utive
Assn.
was
e in-
o get
the
New

times
n 213
y well
ies to
strial
field
t the
been
hat it
with
ses-
o dis-

s, of
achu-
rman,
heel-
asso-
being
con-
infor-
sug-
an of
high-
month
g the
going

2 will
ations
after

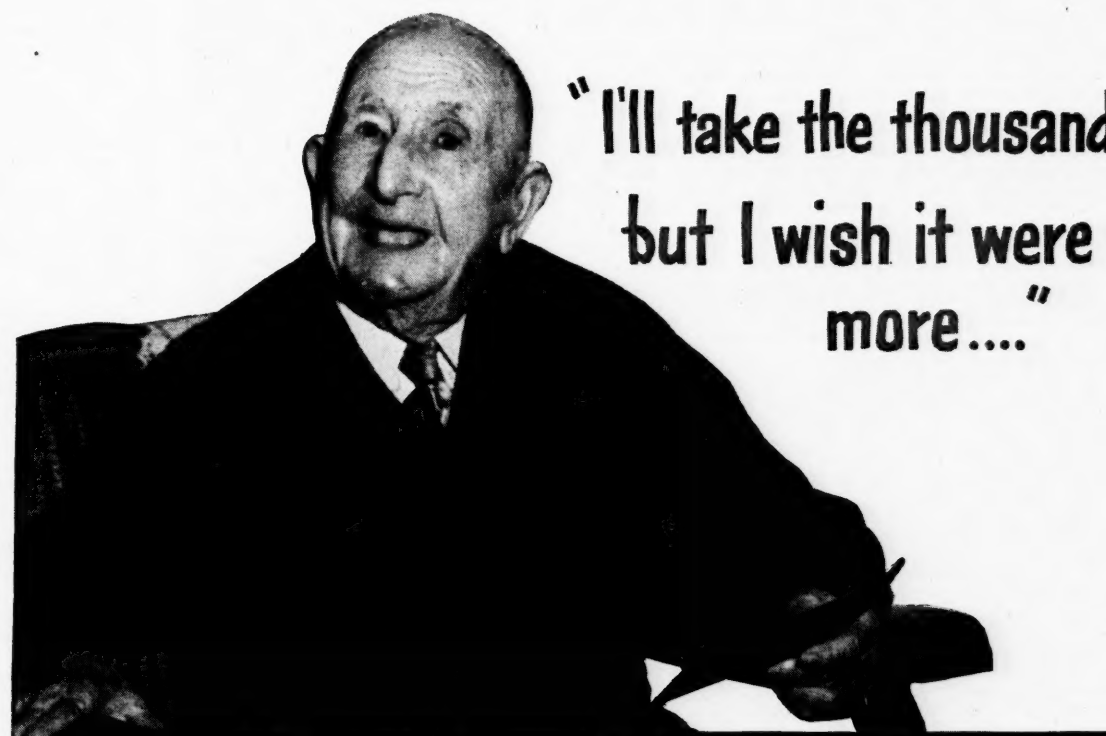
"ac-
s for
ceived
en an
omise
ow it
ends
nd its
s.

NT

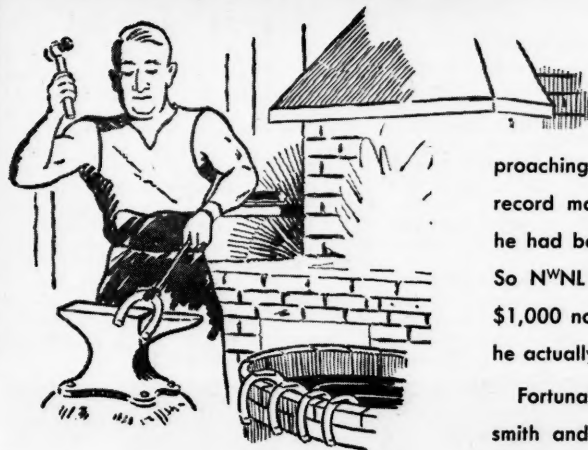
d in-
ry S.
D., is
pen-
L.U.
Pitts-
for a
con-
level-
booklet
er. It
be an
pen-

s An-
study
self-
ver, it
ee to
n and
re are
estion
ension
y and
on of
s.
L.U.

tal
burs.
951
\$
200,363
310,065
061,039
523,478
173,417
811,338
.....
303,794
065,451
803,298
778,473
774,071
834,033
282,012
ployes
13,500:
eserves



"I'll take the thousand
but I wish it were
more...."



"I'LL TAKE THE THOUSAND but I wish it were more . . ."

That was the very natural reaction of Mr. John Ritchie of Cannon Falls, Minnesota who recently beat the mortality table by living to see his N^WNL whole life policy mature.

Mr. Ritchie, born in Ireland but a resident of Cannon Falls for nearly 70 years, is ap-

proaching age 95 but an error in his birth record made him appear a year older and he had been paying premiums on that basis. So N^WNL gave him a choice of taking the \$1,000 now or the \$1,000 plus interest when he actually did attain age 96.

Fortunately for Mr. Ritchie, a retired blacksmith and implement dealer whose firm felt he should retire when he was a mere youngster of 75, he is financially independent, having ample income from other sources. But in this day of progress in geriatrics, when more and more people are destined to become nonagenarians and even centenarians, his comment "I wish it were more" might well give pause to younger people who are today's qualified life insurance purchasers.

NORTHWESTERN *National* LIFE INSURANCE COMPANY

MINNEAPOLIS, MINNESOTA

National Life & Accident Observes Golden Jubilee

NASHVILLE—National Life & Accident held its 50th anniversary celebration here for three days last week. It was a jubilant large-scale affair attended by 776 field qualifiers and their wives, 1,509 in all from 21 states. The heavy turnout absorbed every available room in Nashville's hotels and motor courts and even taxed suburban accommodations. The conventioners, with their canes and badges, dominated and overflowed downtown Nashville for half a week.

As seen by many observers, National Life & Accident is a company whose growth has been almost spectacular and whose important relative position in the life insurance business may not be fully recognized outside of the 21 mostly southern states in which it operates. It will write over \$700 million of new business this year, and at its present rate of growth it will have over \$4 billion in force in less than five years. Ranking 17th in insurance in force at the present time, it is likely to move up two positions within another five years. Having just reached its 50th milestone, it is a company whose age is not so great or significant as its sales record.

Rapid Growth Emphasized

At all of the business sessions, the speakers emphasized the company's rapid growth, especially the unprecedented surge of new business last year which pushed insurance in force to \$2,891,772,678 (the \$3 billion dollar mark will be reached in a few weeks), assets to \$388,147,752 and resulted in an unequalled paid for new business total of \$686,434,827, an increase of \$322,829,389 over 1930 in insurance in force. As was remarked by one of the speakers, there are less than 100 American and Canadian life companies having a total of \$300 million in force.

During the course of his talk at the opening session, President Edwin W. Craig remarked that National Life & Accident is the fastest growing and most rapidly expanding life company in the country on the percentage basis. Pointing to the important place National Life & Accident has assumed in the industrial field, Mr. Craig made this interesting comment: "Last year your industrial increase was \$114,000. And this was 50% larger than the year before. Your gain in life insurance in force of \$322 million was 27% over 1930. This record was made without group insurance and without reinsurance."

Comparative Rankings Told

"As you know, your company ranks No. 17 in total size. In total life insurance gains last year, you were in 11th place. If you eliminate group insurance and reinsurance your gain last year was 6th in the United States and if you want to figure it on industrial gain in force, you were No. 2. One life insurance company located in New York with 17,000 salesmen managed to beat you a little. That company made \$229 million gain in industrial in force. You made \$200 million gain, and not another company in America made as much as \$100 million. On a comparable basis, there has never been a record in the history of the business like the one that you bring here today."

The place that National Life & Accident has assumed compared to even the top-ranking companies as related by all of the Golden Jubilee speakers made a profound impression on the audiences of 2,500 field men and home office employees that filled Nashville's big War Memorial auditorium each day.

Eldon B. Stevenson, Jr., presided at the opening session at which C. R. Clements, Sr., chairman of the board, delivered the address of welcome.

In a reminiscent mood, President

Craig told of the formation of the company by C. A. Craig, W. R. Wills, Dr. R. E. Fort, Thomas J. Tyne and Mr. Clements.

Mr. Craig traced the progress of the company, highlighting the chief accomplishments of its first 50 years, outlining its philosophy of public service and observing that it was the first southern company to establish itself north of the Ohio river. It began writing industrial business in 1921, launched radio station WSM ("We Shield Millions") in 1925, and now has 4,672 agents, 187 managers, 889 superintendents, a home office clerical force of 1,100, a field clerical staff of 750—altogether 7,598 employees.

Bronze Plaque Presented

An impressive moment came when R. D. Outten, manager at Hamilton, O., presented a replica of a bronze plaque to the officers of the company for "the distinguished leadership which you have given us." It contains the names of more than 700 Golden Jubilee trip winners. The plaque itself will become a permanent fixture on one of the walls of the home office. The concluding feature of the initial session was the introduction by Vice-president J. E. Wills of all of the officers of the company, who were seated on the speakers platform.

During the three days of the convention there were sight-seeing and home office tours and teas for the ladies; a showing of the film, "The Bettger Story," and variety shows given by the staff of radio station WSM. All meals were served to groups territorially.

Commemorating the company's first half century, there was a special exhibit of a series of enlargements of front pages of the Nashville Banner on notable occasions in the company's history. A special four-page tabloid, the "Daily Shield," was published and distributed each day. Convention arrangements were made and carried through by Powell Stamper, assistant vice-president and sales promotion director.

E. B. Stevenson, Jr., executive vice-president, was the first speaker at the second general business session, at which President E. W. Craig presided. Mr. Stevenson described the company's

jubilee year production in considerable detail. He said that in percentage of increase to insurance in force, National Life & Accident was first for 1931. In ordinary life to ordinary in force second, in industrial increase first. He classified National Life & Accident as being among the first 10 United States and Canadian companies in sales for last year and characterized it as having the largest weekly premium accident and health business of any company in the world. Mr. Stevenson announced a number of managerial promotions and awarded prizes to the company's 29 leaders for 1931 and their wives.

A. B. Gawronski, manager Pacific Coast territory, received the 20 week standard competition plaque, and E. C. Staples, New Orleans, was nominated "manager of the year."

The guest speaker on the second day was Holgar Johnson, president Institute of Life Insurance, whose subject was "The Two Sides of the Coin."

Mr. Johnson emphasized the importance of the social contributions of any business to the life of the nation. He pointed out that life insurance has contracted with some 86 million people of all walks of life to provide over \$250 billion of life insurance protection. Behind these contracts, he said, are the accumulated assets of the public in life insurance, over \$68 billion.

"As dollars the assets have little meaning," Mr. Johnson said, "but as dollars at work for policyholders and the public, they take on added significance. While our business rests on contracts and resources, the real service of life insurance lies in what is accomplished in the social, moral and spiritual realm."

The final convention day was devoted to division conferences.

Union Central's Drive for Cox Exceeds Quota Set

The sales campaign of Union Central in honor of the 20 years during which W. Howard Cox has been president of the company, exceeded the goal of \$20 million by more than \$3 million. This figure did not include a substantial amount of group and annuities. It was the greatest 20-day period in the history of the company. The campaign was under the direction of Wendell F. Hanselman, vice-president and superintendent of agencies.

Bankers Mutual Life has appointed Lou E. Schantz and George H. Reavy, Jr., managers at 2829 South MacArthur boulevard, Springfield, Ill.



For the first time in the half-century history of National L. & A., 50-year service pins were presented to two of the company's founders and to G. C. Lynch, agency vice-president, who went to work as a field man shortly after the company was founded. Presentations were made by President Edwin W. Craig, third from left. A pin was accepted for C. A. Craig, honorary chairman, who was ill, by his grandson, C. A. Craig, II, a district manager, extreme left. President Craig is making the presentation to C. R. Clements, Sr., chairman, while Mr. Lynch and Eldon Stevenson, Jr., executive vice-president, are standing at the right.

Purdue Grads Lead Class in L.I.A.M.A. Matching Tests

Graduates of the Purdue marketing school are superior in every way to a "matched group" of agents who did not attend the course, it was revealed in a highly interesting and significant research study presented by Joseph Weitz, L.I.A.M.A. research associate, at the concluding session of the small companies spring conference at Chicago. The study, which will be published later this year, was made by Dr. S. Rains Wallace, L.I.A.M.A. director of research, and his associate, Constance M. Twichell, with the full cooperation of Hal L. Nutt, director of the Purdue course, who provided the necessary data.

This is the first scientific attempt to evaluate the Purdue course in terms of production, agent termination and other "success" factors. The problem in the past has been to find an adequate sample to compare the Purdue men with; that is, a group of agents with the same characteristics such as age, marital status, time in business, and other comparisons.

241 Grads Matched

Individual matchings were made with 241 individuals who have graduated from the Purdue course. If a man had three months in the field and then took the year's course at Purdue, and if he were married and 28 years old, another man of similar characteristics was selected from the recruiting analysis survey records and matched against the Purdue man. This was done all the way through the 241 Purdue graduates. The vast data provided by the survey permitted such a matching.

When the actual comparisons were made, the results showed that after graduation the Purdue men produced \$17,100 per month, while the survey group which did not take the Purdue course produced at the same time only \$12,400 per month.

There were 78 terminators in the Purdue group, or 32.4%; among the survey men, there were 121 terminators, or 50.2%. The total volume or production of the Purdue graduates was \$96,542,000; the survey group produced \$74,097,000 of business. The Purdue graduates sold about 30% more life insurance.

All Bills to Revise Section 213 Now Dead

ALBANY—Because of conflicting views of the companies and the New York department, all attempts at revision of the New York expense limitation law have wound up in a stalemate. This week the department gave up hope for the so-called short-form Condon bill, which would have extended the 1948 temporary relief provisions another year but which would also, in its amended form, have imposed upon the companies the department's uniform expense allocation and penalty provisions. However, the 1948 relief provisions carry through 1952, and if legislation is enacted next year it will take care of 1953 and future years.

The long-form Condon bill, which also embodied the allocation and penalty provisions and would have effected on a limited scale some of the changes sought by the companies in their article IX-F bill, was defeated a week earlier. The bill taking care of Connecticut General's special expense limitation situation has been passed by the assembly and is expected to pass the senate and be signed by the governor.

Insurance Research & Review has advanced Edwin H. White, director of the advanced underwriting division to vice-president.

record of Achievement

During 1951... Our 60th Anniversary... Life of Georgia:

GAINED \$90,805,833 LIFE INSURANCE IN FORCE

Bringing the Total to \$821,964,811

INCREASED ASSETS \$10,839,569

To a Total of \$66,757,955

PAID POLICYHOLDERS AND BENEFICIARIES \$9,333,404

This Was \$1,265,783 More than 1950

BOOSTED RESERVES \$9,994,187

For a Total of \$48,555,280

Financial Statement AS OF DECEMBER 31, 1951

COMPILED FROM REPORTS FILED WITH INSURANCE DEPARTMENTS

Assets			Liabilities and Surplus	
	PER CENT	AMOUNT		AMOUNT
U. S. Government Securities	14.37	\$ 9,594,582.94	Policy Reserves	\$48,555,280.17
State, County and Municipal Bonds	12.16	8,117,124.70	Claims in Process of Settlement	143,209.72
Railroad Bonds	1.71	1,139,577.12	Reserve for Unreported Claims	186,343.17
Public Utility Bonds	21.11	14,091,264.38	Premiums and Interest Paid in Advance	836,679.73
Industrial and Miscellaneous Bonds	4.30	2,871,891.90	Estimated Amount Due and Accrued for Taxes	725,314.03
Stocks	3.20	2,138,963.00	Reserve for Pension Plan	3,577,234.72
Mortgages (First Liens)	32.86	21,938,965.68	Agents' Bond Reserve and Interest	560,423.75
Real Estate:			Miscellaneous Liabilities	281,739.54
Offices (Including Branches)	2.88	1,922,163.56	Total Liabilities Except Capital	\$54,866,224.83
Investment	1.55	1,035,175.59	CAPITAL AND SURPLUS FUNDS FOR FURTHER PROTECTION OF POLICYHOLDERS:	
Policy Loans	.39	256,972.27	Capital	\$ 7,000,000.00
Cash	2.97	1,985,029.39	Unassigned Surplus Funds	4,891,730.39
Interest and Rents Due and Accrued	.56	371,677.96	Capital and Surplus	\$11,891,730.39
Premiums in Course of Collection	1.92	1,282,577.73		
Miscellaneous Assets	.02	11,989.00		
Total Admitted Assets	100.00	\$66,757,955.22	Total	\$66,757,955.22



Lee Parker Highly Complimented

Lee N. Parker was complimented in superlative style at a banquet at Chicago Tuesday, signaling his 25th anniversary as president of American Service Bureau. The dinner group numbered about 130 and comprised many company executives who were in the city for the small companies L.I.A.M.A. meeting and the executive committee gathering of American Life Convention.



Lee N. Parker

Mr. Parker, in turn, complimented his complimenters in superlatively artistic style. He had prepared in rhyme and rhythm an eight minute statement expressing the warmth of his feeling for that group of friends and a number who could not be present. The name of everyone in the room was brought skillfully into his friendship verse and this will long be cited as the classic response

in life insurance circles to testimonial messages.

There was great regret that E. G. Simmons, executive vice-president of Pan-American Life, could not be present. He sent a telegram from his sick bed, however. He was the most influential person in getting A.S.B. organized and until Mr. Parker was named president and the headquarters were moved to St. Louis, it had been operated at New Orleans by Dr. Simmons' son, the late Fisher Simmons. Another absentee from the earliest days who sent a message was Isaac Miller Hamilton, chairman of Federal Life of Chicago. Col. Hamilton is at his winter home at Miami and at the time was ill. Mrs. J. B. Reynolds, whose late husband as head of Kansas City Life, was one of the great pioneering figures in A.L.C. and A.S.B., was present for the banquet.

Wilde Opens Proceedings

Frazar Wilde, president of Connecticut General Life and president of American Life Convention, opened the proceedings but from then on it was Claris Adams' show — that is, until Mr. Parker uncorked his eulogy of his banqueting friends, which, incidentally, he had composed the previous week while at Rochester, Minn., making his customary annual visit to the Mayo Clinic.

Mr. Adams, now president of Ohio State Life, recalled that 25 years ago he became the executive director of A.L.C. He also held the office of president of A.S.B. at that time. One of his first tasks was to select a general manager of A.S.B. because of the move that was to take place from New Orleans to St. Louis. He said that his selection turned out to be a flash of genius. Lee Parker was commended to Mr. Adams by Thomas W. Blackburn, whom Mr. Adams had succeeded as headquarters executive of A.L.C. Mr. Parker at that time was manager of a joint office of A.S.B. and Hooper Holmes Bureau at Denver. He said that Mr. Adams was making \$75 per month in that connection in the form of a guarantee from the joint organization, but he was making \$250 a month playing the cello. Mr. Blackburn recommended Mr. Parker for the top job at A.S.B., because he was the best branch manager that there was. At that time A.S.B. was a struggling organization. Dr. Simmons had conceived of it as a vehicle that would be useful not only in the inspection field, but in various research developments, in reinsurance affairs and in other ways. However, some conflicts were created by the other activities and it became strictly an inspection organization.

Offers Reference Point

Mr. Parker, he said, has been an outstanding success in the inspection business. American Service Bureau over the years has set up a measuring stick of what a good inspection business should cost. A.S.B. through the force of its example alone, he vouchsafed, has saved the life insurance companies millions of dollars over the years.

Throughout, Mr. Adams emphasized the contribution that Mrs. Parker had made through her participation in the social affairs of the business and through support of her husband's activities. Dwight Clarke, chairman of Occidental Life of California and former A.L.C. president, spoke in praise of Mr. and Mrs. Parker. Cecil Woods, president of Volunteer State Life, presented a testimonial of honorary membership in A.L.C. to Mr. Parker.

Robert L. Hogg, executive vice-president of A.L.C., who was on from Washington, presented to the Parkers a fine oil painting entitled "Tranquility."

Another old-timer that is on the sick list in Arizona, but that was heard from by wire was Herbert Woollen. Members of the Parker family that were present included the honor guest's brother, Donald I. Parker, who is vice-president and actuary of Security Mutual Life of Lincoln; Mrs. Robert Morley of Toledo, daughter of the Parkers, and Wallace Atkinson, brother of Mrs. Parker.

Republic Natl. Advances

Hilton Campbell, the new secretary of Republic National Life, has been assistant secretary and office manager. At the same time, Republic National promoted G. T. Delahunty, claim department manager, and A. P. Dowlen, manager of the A. & H. department, to assistant vice-presidents. Mr. Campbell is chairman of the associate section of Texas Life Convention and secretary of the A. & H. office methods and procedures committee of L.O.M.A. Mr. Dowlen has appeared frequently as a speaker before Bureau of A. & H. Underwriters. Mr. Delahunty is president of the Dallas A. & H. Claims & Underwriters Assn.

Miles F. York executive vice-president of Atlantic Mutual, has been elected a director of Home Life of New York.

The Wilmington office of Travelers has moved to a new ground floor location in the recently completed Beneficial Loan building.



Hilton Campbell

Graduate L.I.A.M.A. First 1952 Class

The first of L.I.A.M.A.'s 1952 schools in agency management has been completed at Williamsburg, Va. The school drew 74 managers and agency officers from 17 member companies.

With a curriculum designed especially for the combination field operation, it was the 107th in a series of two-week schools started in 1929. For the seven schools it has scheduled this year, the association has revised lecture notes and text materials to incorporate recent research findings in agency management.

According to custom, officers of the class were elected during the school. They are president, Thomas Jory, London Life, London, Ont.; vice-president, William Wilson, Equitable of D. C., Cleveland; secretary, Maxwell R. Porster, John Hancock, Harrisburg, Pa.; treasurer, Clinton H. Pearson, Life of Georgia, Nashville; sergeant-at-arms, Alonzo E. Oliver, Life of Georgia, Louisville.

Basic Economics Teaching Essential

Training in job economics is of paramount importance today for those in the life insurance business, because of the many ramifications of life insurance investments, the economic relationships of the business as a whole, and the effect on the individual himself, Michael J. Kane, vice-president of the Training Within Industry Foundation, told the March meeting of Life Office Management Assn. at New York City.

Mr. Kane said that a simple diagram and explanation of basic principles can put the most complex economic and industrial relationships on the level of the man in the street. Such an understanding of fundamentals promotes a better appreciation of our system of private enterprise and the economic cycles involved, according to Mr. Kane.

He pointed out that the concepts of his foundation were developed during the war to train inexperienced help for all types of skilled work, and added that the same concepts could be applied effectively to basic economic principles and current understanding of the facts of business relationships.

Albert Hirst Honored at N. Y. City Dinner

Albert Hirst, counsel of New York State Assn. of Life Underwriters for more than 25 years and widely known as an authority on insurance law and estate planning, was honored by New York City Life Underwriters Assn. at its 65th anniversary dinner-dance. Mr. Hirst is contributing legal editor of the Diamond Life Bulletins. New York's well-known creditor exemption statute was originated by Mr. Hirst in 1926 and revised by him in 1940. It was at his suggestion that the state associations adopted the policy of intervening as a friend of the court in cases involving the insuring public.

Harold Loewenheim, manager, Home Life of New York, general chairman of the dinner and sales congress that preceded it, presented a scroll to Mr. Hirst. President John H. Evans of the city association, who is manager of Home Life, presided.

Asks Waiver of Vets' Premiums

Rep. Whitten has introduced a bill to provide for premium waiver on NSLI and USGLI issued to former service men entitled to compensation for disability rated as 30% or more. The bill would also provide that veterans who before April 25, 1951, were entitled to USGLI converted or NSLI shall be granted such coverage if they apply during one year after the enactment of the bill.

31st Annual Statement

December 31, 1951

ASSETS

U. S. Government Bonds	\$ 7,224,370.61
Public Utility Bonds	3,224,900.61
State, County, and Other Bonds	4,518,342.86
Preferred Stocks	565,750.00
Mortgage Loans	4,783,235.86
Policy Loans	1,278,309.39
Real Estate Owned	205,294.44
(Including Home Office Property)	
Real Estate Sold Under Contract	421,783.06
Cash in Banks	400,731.94
Interest Due and Accrued on Investments	147,032.82
Net Uncollected and Deferred Premiums	449,582.11
All Other Assets	2,346.99
Total Assets	\$23,221,680.69

LIABILITIES

Policy Reserves	\$19,563,133.00
Additional Policyholders' Funds	863,752.28
Reserve for Policy Claims	34,616.17
(For Claims Reported but not yet completed)	
Reserve for Premiums and Interest paid in advance	312,122.73
Reserve for Policy Dividends held on deposit and dividends payable in 1952	548,522.32
Reserve for Taxes and Other Liabilities	44,943.69
Total Liabilities	\$21,367,090.19

SURPLUS FUNDS EXCLUSIVELY FOR PROTECTION OF POLICYHOLDERS:

Reserve for Fluctuation in Value of Investments	\$ 50,000.00
Unassigned Surplus Funds	1,604,590.50
Paid-in Capital Stock	200,000.00

Total **\$23,221,680.69**

INSURANCE IN FORCE—\$100,936,534.00

1951 was another excellent year in Victory Life history and we attained our objective of a Hundred Million of Insurance in force.

We are now set for further expansion of our agency force, and the development of additional territory.

If you are interested in a connection as supervisor or general agent with this fast-growing company, that is aiming for definite results in 1952, write

The VICTORY

Life Insurance Company

TOPEKA

KANSAS

Proselyting of Managers Still Common

(CONTINUED FROM PAGE 3)

hybrid classification with both part and full-timers.

About 25% of the companies represented apparently get their new managerial talent from other companies almost exclusively. Only four companies confine themselves to men they themselves have developed.

The popularity of proselyting was explained in various ways. Many of the companies, being small, have grown too rapidly to be able to furnish their own managerial talent. Rather than to plunk one of their own men down in a strange town, several testified that they prefer hiring new agency heads who have been with other companies in the same town. Still another participant indicated that the woods are full of assistant managers and supervisors with the larger companies who are not going places with their companies because there is no place to go. Many present said they had not come across any similar group of disgruntled large company second men.

Difficulty of Inner Resources

A difficulty with promoting men to general agent or manager in the case of many companies is that the agency head of the man promoted is often made disgruntled by this loss of a man and hence loss of revenue. One company operates with a step up compensation system of agent, senior agent and assistant general agent, making eventual progress to general agent a natural course. Others stress as a company policy the opportunity for promotion within the company in their recruiting, so that no general agent will be surprised when his top man is upgraded. In some companies the man who is being invested as an agency head is required to recruit a man to replace himself. Several companies compensate the agency that is losing a man because of promotion by paying him the man's overriding for the year or some such compensation. There evidently are companies which put the prospective agency head on an interim basis as a supervisor on salary for 50% of his time. One such company finds that about half these fellows desire to go back to being full-time agents.

It was brought out that a proselyted agency head often must be retrained by his new company. One agency director commented that it is very difficult for a new agency head to make a living unless he can engage in personal production, even though agency building has to wait for awhile.

The time-honored attempt to define the differences between general agent and manager was made and ended with most of those present confessing that, strictly speaking, their agency heads were neither, but hybrids, which one Iowan present remarked made the strongest corn. It was commented that mixing in salary and incentives gives the agency head more satisfaction. The old show of hands system revealed that about 25 of the companies represented had agency head contracts which contained limited vested interest and generally veered strongly to the managerial. The other 25 feel that their contracts are on the general agency side.

SMALLEST GROUP

The meeting of companies with under \$100 million in force was launched with a discussion of techniques for recruiting general agents and managers. It was brought out that smaller companies should be immediately interested more in the man than his current volume, since production would automatically increase as the new general agent acquires more agency experience.

Doubts were raised as to the wisdom of grooming a big producer for management duties since he has "demonstrated only sales ability." On the other

hand, a fair producer with leadership qualities was considered the more ideal type.

To demonstrate one phase of management duties, it was suggested that a general agent candidate from the agency replace himself as an agent by recruiting two agents. This requisite was encouraged as a method to discourage the

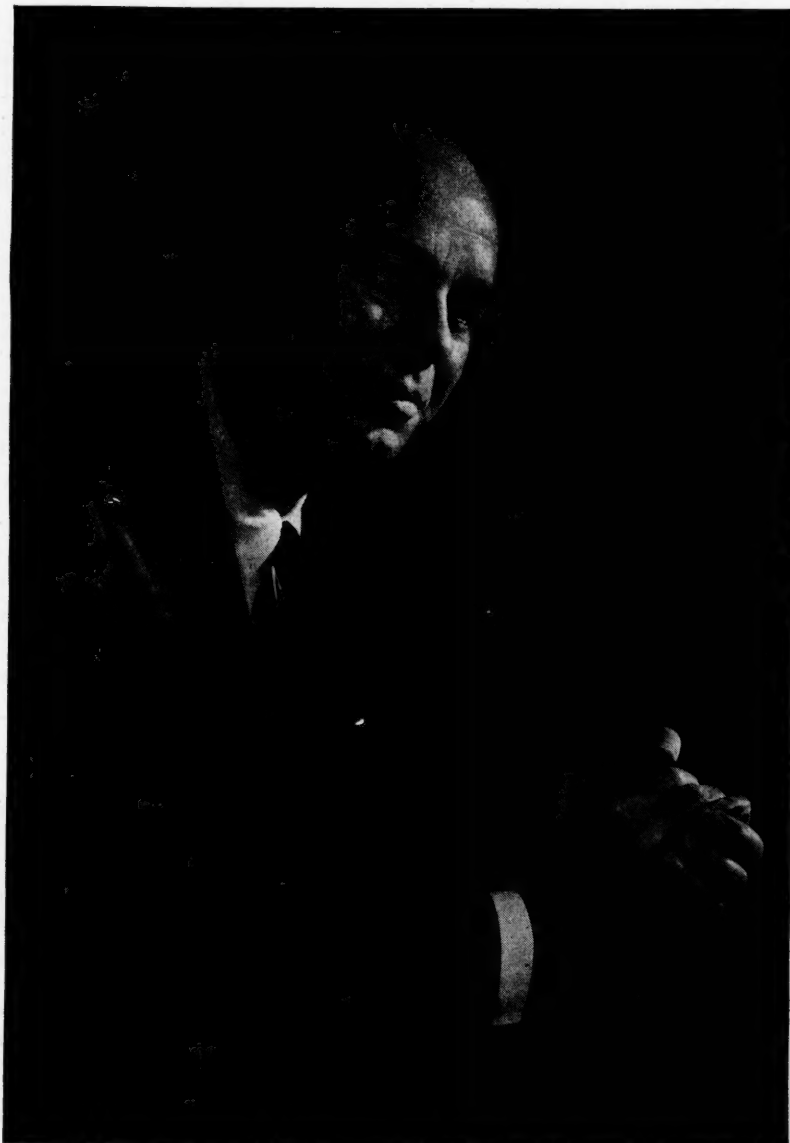
"glory-seekers" who would accept the managerial designation with no practical experience in management functions.

Well planned newspaper advertising was demonstrated as an effective media for recruiting general agents outside the company. One company recruiter, upon advice of his advertising agency, ran a single open ad on the Wednesday financial page of 22 newspapers in the northwest region. The ad told the story of an open franchise in five cities, and encouraged interested readers to wire,

write or phone their replies. More than 50 replies were received and all general agents were placed. Cost of the entire operation was set at \$500.

Leon A. Soper, for more than 20 years manager at Los Angeles of Phoenix Mutual, and before that at the home office, who retired from active duty Jan. 1, but still will function as consulting manager, has been elected an honorary life member of Life Managers Assn. there.

Just one look at your life insurance is not enough



A NORTHWESTERN MUTUAL POLICYHOLDER. Mr. Edge makes it a practice to review his personal life insurance program at regular intervals. He bought his first policy with this company in 1937. Today he owns several Northwestern Mutual policies.

A suggestion of real importance to the head of every family
by **ARTHUR B. EDGE, JR.**
President, Callaway Mills Company,
LaGrange, Georgia

"I FEEL that every family has to be a business organization.

"Like other concerns, it must watch carefully income and outgo of dollars, and put by reserves for future needs.

"Fortunately, most American homes recognize this. But one fact sometimes goes unheeded. No business can continue to prosper without periodically 'taking stock.'

"In the matter of family security, for example, life insurance programs do not automatically revise themselves to suit changing conditions.

"Changes in income, increased taxes, additions to the family, the purchase of a home—these are just a few of the natural developments which point up the need for a new 'inventory' of life insurance plans.

"So the business-like way is to review your life insurance arrangements at regular intervals. And here a thoroughly-trained life insurance agent can be of real help. His services, as you know, cost nothing extra."

KARSH, OTTAWA

WHY POLICYHOLDERS ARE
SO LOYAL TO
NORTHWESTERN MUTUAL...

THIS company is one of the six largest, with over 90 years' experience and an outstanding reputation for low net cost. This emphasizes that there are significant differences among life insurance companies.

It is one reason why each year nearly half the new life insurance issued by this company goes to present policyholders.

Have you reviewed your life insurance program within the last two years? You'll find a distinct advantage in calling upon the skill and understanding of a Northwestern Mutual agent. The Northwestern Mutual Life Insurance Company, Milwaukee, Wis.

The
**NORTHWESTERN
MUTUAL**
Life Insurance Company

APPEARING IN: TIME, FEBRUARY 25; NEWSWEEK, MARCH 10

Future NALU Home Gains Council Support

(CONTINUED FROM PAGE 1)

in the headquarters building which will bear their names.

Those members of N.A.L.U. subscribing \$50 to \$99 will be "founder builders" and receive certificates. Those subscribing \$5 to \$50 would be characterized as "builders" and have their names inscribed in a brass-bound book within the new headquarters.

Mr. Cleeton explained that he had carried the message of the advisability of N.A.L.U. owning its own home rather than pay \$22,500 rent per year in New York City to 12 associations across the country. In each one of these associations, he had asked members to indicate on their business cards just how much they would be willing to subscribe. From the 12 associations, Mr. Cleeton received 1,008 pledges for \$19,170, an average of \$19 per pledge. Since this time, he said he has received many letters increasing the pledges. He held up \$4,900 in checks for the audience to see, that had been received from these members.

Then Mr. Cleeton directed his booming voice to the rear of the room from whence emerged a line of past presidents of N.A.L.U., each wearing great cards in sandwich-board fashion. On each one of these cards were pasted many business cards containing pledges from those pilot associations from which Mr. Cleeton had asked contributions.

When the venerable and not-so-venerable past presidents reached the front of the room, Mr. Cleeton turned them loose on the national council armed with pledge cards and blank checks, asking everyone in the room to pledge something to the memorial building fund. Mr. Cleeton announced that anyone with palsy he would help to write out a check. There were no calls for Mr. Cleeton's service, for a motion was

made from the floor that a pretty woman should help any man thus afflicted. Mr. Cleeton thereupon delegated the beautiful Eunice C. Bush, trustee from Baton Rouge, who was pressed into service and got a double contribution from a shaking and appreciative member of the council.

Mr. Cleeton announced a little later that \$10,500 had been collected by the past presidents at the council meeting and that he wanted to raise the take even higher.

McCARTY HERO

Mr. Cleeton interrupted the last part of his presidential report to introduce the man he described as the hero of the hour and of the many weeks and months in which the association has worked at Albany for revision of section 213, Spencer L. McCarty of Albany, an agent and executive secretary of the New York state association. Mr. McCarty received a tremendous standing ovation. He said that it had become clear the night before the council meeting that three years' worth of work in revising section 213 was going to be laid on the legislative shelf for another year. From this negative fact, he drew the positive point for N.A.L.U. that under the present set-up within 12 months something will have to be done to section 213 to keep a number of companies from withdrawing from the state because of exceeding the present limits. He said N.A.L.U. was going to bounce off the ropes and keep on with its effort, even though the battle is now at a stalemate. He admitted it was bitter that the N.A.L.U. and insurance company bill was never

introduced in the legislature, despite mighty efforts. Yet, he said N.A.L.U. had helped in defeating the insurance department's objectionable bill. He indicated that the N.A.L.U. fight had gained for the organization the respect of the companies, the department and the legislature.

Mr. McCarty's account of the legislative defeat was similar to many others that have been written and it became apparent that the sudden announcement by Commissioner Bohlinger of New York that he was opposed to the company and N.A.L.U. position had pulled the rug out from under the insurance people without leaving them time to get up again because of the legislative deadline.

Mr. Cleeton sounded a further battle cry for revision of section 213. Though it is a tough thing to look on with patience at a grievous injustice to the producers of the land, legislative matters always take time, he said, adding that it took five years to pass the Guertin legislation. He emphasized that the fight has brought company and field men shoulder to shoulder and that the relations of N.A.L.U. with the companies are better than they have ever been before.

Faith in McLain Measure

He reiterated his faith in the so-called McLain bill agreed upon by the company associations and N.A.L.U. He pointed out that under the proposals of the McLain bill any company operating under the New York state law would have been able to pay, either through the branch system or the general agency system, 55% first year commission and nine fives plus five twos all vested, or with a larger non-vested equivalent, plus continuous non-vested 1% service fee plus security benefits for each agent of about 6%.

Mr. Cleeton characterized revision of 213 as still the first objective of N.A.L.U. He pledged continued vigilance against social security increases. He commented that the Kilday bill presents N.S.L.I. under another name and vowed the strongest opposition. He said N.A.L.U. is seeking to review the mass coverage situation. He called attention to the membership committee report showing the figures at a new high.

When the council meeting adjourned the group was feted by a reception with the Illinois life companies as hosts.

The last day of the meetings featured the Chicago association annual sales congress with varied presentations so rich and numerous that they can not all be covered in this issue, but will be covered next week.

Walter G. Gastil announced to the national council the decision of his special committee on A. & H. to ask the trustees that it be made permanent under the by-laws and have its name altered to the disability insurance committee.

Group Charges Aired

The continuing concern of producers over what they regard as abuses and encroachment by group insurance flared up during the meeting of the committee on state law and legislation and took the form of a far-reaching motion by Oren D. Pritchard of Indiana. This flare-up was caused by removal of all group limitations by the New York legislature. Mr. Pritchard proposed that the N.A.L.U. trustees create a committee to meet with the company associations to review the entire group insurance picture in the public interest. This motion was unanimously passed.

Though the status of regulation of non-insured pensions rests with the committee on research and industry development, another successful motion was introduced by Mr. Pritchard in the state legislation committee to the effect that N.A.L.U. invite a committee of the National Bankers Assn. to meet with a committee to be appointed by the N.A.L.U. trustees to study adequate supervision of all pension plans. Insurance Director Day of Illinois, who was present at this session indicated that the commissioners would welcome a study by N.A.L.U., the companies and the bankers in the direction of regulation of all pensions.

M.D.R.T. Conundrum

The question of whether or not a late injury or illness should prevent an otherwise top producer from qualifying for the Million Dollar Round Table was presented for discussion from an inquiry directed by mail to Elmer C. Moore, New York Life, Wichita, chairman of the committee on conservation. Roy D. Simon, Penn Mutual Life, Chi-



The Name Mutual Trust

describes the relationship between the Company and its policyholders and Field Force. This relationship has been built on:

1. A purely mutual operation.
2. A General Agency foundation.
3. Net level premium reserves.
4. Very low net cost.
5. A strong surplus.
6. Flexible settlement options.
7. Its stable territory:

Ill. . Ind. . Ia. . Mich. . Minn. . N.D. . Ohio . Wash. . Wis.
N.Y. . Conn. . Me. . Mass. . N.H. . N.J. . Pa. . R.I. . Vi.

Exceptional Field Opportunities available . . .
Write to the Agency Secretary.

Mutual Trust

LIFE INSURANCE CO.

Home Office: 135 South La Salle Street, Chicago 3, Illinois



WHICH WAY WILL THE WIND BLOW?

THAT'S often impossible to predict, just as it's often impossible to predict in advance the policy that will best meet a prospect's requirements. But Indianapolis Life agents are fortunate in having a quality series of modern, liberal, low-cost policies to fit any situation from birth to age 65—no matter how the wind blows. Outstanding policy examples include the Progressive Estate Policy for juveniles . . . the special Business Men's Policy combining low initial cost with low net cost . . . and the unique Family Protection rider. Write for details.

INDIANAPOLIS LIFE

INSURANCE COMPANY

Mutual—Established 1905

INDIANAPOLIS 7, INDIANA

AGENCY OPPORTUNITIES IN Illinois, Indiana, Iowa, Ohio, Michigan, Minnesota, Texas

cago, c
attempt
this ca
was rec
ducer b
Life, C
concurr
Collins
N. Y.,
cision u

Also
was a
premiu
toward
ments
and the
Prudent
premium
ume re

Vote fo

The
within
guidanc
Benefit
man o
prompt
those
was Gr
States
that suc
agent a
Mr. Sin
conferen
their co
der, Ne
also bas

In vo
Putnam
Rochest
Nationa
ganized
could su
ture to
with M
The l
Paul A
Aetna
end the
The m
was pa
eight.

Follo
M. Ros
ton, of
was ext
objectio
Underw
practice
on reco
coverag

New I

Thre
electe
commit
Chosen
Carlucc
Clevela
Peoria.
Servic
mittee
Angeles
1952; F
and No

Awai

WAS
the nat
pected
ance &
commit
compan
fornia.
The
board b
that sta
no char
volved.
The u
Farm a
their co
compan
Board
election
certain
sented

Mortg

The b
Reserve
X, real

cago, cautioned the committee against attempting to define the disability in this case. Some measure of leniency was recommended for the injured producer by Allan McKeough, Occidental Life, Chicago, but a slight majority concurred 11 to nine with Stanley C. Collins, Metropolitan Life, Buffalo, N. Y., that the committee withhold decision until further study.

Also held for further examination was a recommendation that the annual premium retirement annuity be counted toward the minimum volume requirements for the national quality award, and the recommendation of Sam Pfeifer, Prudential, Chicago, that minimum premiums be studied for possible volume requirements.

Vote for Agents' Conference

The idea of an agents' conference within N.A.L.U. advanced for his own guidance by Robert C. Gilmore, Mutual Benefit Life, Bridgeport, Conn., chairman of the committee of agents, prompted a lively discussion. Among those in favor of the proposal was Grant Taggart, California-Western States Life, Cowley, Wyo., who held that such a conference would give the agent a raison d'être within N.A.L.U. Mr. Simon also declared himself for "a conference where agents can discuss their common problems." E. C. Schroder, New York Life, Appleton, Wis., also backed the proposition.

In voicing her opposition, Ellen M. Putnam, National Life of Vermont, Rochester, N. Y., declared that the National association was "already organized to death." She added that she could see no reason to add superstructure to superstructure. Mr. Collins sided with Miss Putnam.

The bickering ended after a plea by Paul A. Green, visiting general agent Aetna Life, Seattle, that the agents end their "schism" and pull together. The motion for the agents conference was passed for board approval, 22 to eight.

Following the description by Mitchell M. Rosser, Phoenix Mutual Life, Boston, of how dependency group coverage was extended in Massachusetts over the objections of the Boston Assn. of Life Underwriters, the committee on field practice, headed by Mr. Collins, went on record as opposed to the dependency coverage.

New Advisory Committeemen

Three new members have been elected to the general agents advisory committee of Connecticut Mutual. Chosen for two-year terms were Frank Carlucci, Wilkes-Barre; Harry H. Kail, Cleveland, and Chester T. Wardwell, Peoria.

Serving their second year on the committee will be Melzar C. Jones, Los Angeles, newly elected chairman for 1952; Halsey D. Josephson, New York, and Norris E. Williamson, Denver.

Await NLRB Decision

WASHINGTON — Early action by the national labor relations board is expected in a case involving CIO Insurance & Allied Workers Organizing committee CIO and the State Farm companies' Golden State agency of California.

The case has been submitted to the board by its California regional office in that state. NLRB sources say there is no charge of unfair labor practices involved.

The union undertook to organize State Farm agents and asked certification as their collective bargaining agent. The company declined.

Board sources said it may direct an election among company agents to ascertain whether they want to be represented by the union.

Mortgage Ruling Amended

The board of governors of the Federal Reserve System has amended regulation X, real estate credit, to exempt exten-

sions of credit in connection with the leasing of non-residential properties from the down payment and maturity requirements of the regulation. The national voluntary credit restraint committee issued a revision of its bulletin 4 concerning loans on real estate to include a paragraph relating to such leasing agreements where they are used as substitutes for mortgage financing. Leases on new residential construction are not effected by either the amendment to regulation X or the revisions of the voluntary credit restraint bulletin.

Gerard B. Tracy, manager of Pru-

dential's midtown agency in New York City, has qualified as a life and qualifying member of the 1952 Million Dollar Round Table. Mr. Tracy, who has just completed three years in the business, has been on the M.D.R.T. each year. He became a manager in 1951.

Travelers has named Harold E. Sortor manager of a section of the group department at Hartford. He has been a C.P.A. at Chicago.

Great American Reserve has raised its non-medical limit to \$10,000 for age 0-40, and \$7,500, age 41-45.

O.S.U. Insurance Group Elects

New officers of Insurance Society of Ohio State University were elected at Columbus last week. This is the organization that sponsors the Charles W. Griffith memorial for insurance education at the university.

Dean Kerr of Ohio Farm Bureau was elected chairman succeeding J. A. Hawkins of Midland Mutual Life. Mr. Hawkins was the first chairman.

Russell Cahill, Western & Southern Life manager at Dayton was elected vice-chairman, and Walter Dressel, counsel of Motorists Mutual and former commissioner, is secretary-treasurer.



EVERETT W. SCALES

Everett Scales taught school for 22 years ... the last five he served as Assistant Principal of Crown Point High School (Crown Point, Ind. Population 4,643) Started full time with Franklin on June 1, 1951 ... no previous sales experience. 100 sales (June 1-Dec. 31) ... all but 17 were on Franklin exclusives ... all but 5 were cash with app. Earnings (7 months) \$11,500.

GENERAL AGENCY
OPPORTUNITY IN
MINNESOTA

**\$11,500 the first seven months
...no previous experience**

January 29, 1952

Mr. Francis J. O'Brien
Franklin Life Insurance Company
Springfield, Illinois

Dear O'B:

"Shall I or shall I not?" A year ago I was trying to decide whether I should leave the teaching profession for life insurance work. Your statement to me that my teaching salary of \$4,600 would be considered "peanuts" in the Franklin organization was an important factor in my decision to make the change. A three-month trial run in the summer of 1950, when with no previous selling or insurance experience my earnings averaged \$1,000 per month, bore out this statement.

On June 1, 1951, I started full time with Franklin. My earnings from first-year commissions for the remaining seven months of the year approximated \$11,500. Our exclusive noncompetitive PPIP and JISP contracts are my "stock-in-trade." The setting up of several partnership agreements and a salary savings plan have added spice to my selling experience.

Producing at an even lower rate than at present, my renewals in six years will provide for me and my family a much better retirement income than I would receive from thirty years in public school work. I find, too, a wonderful opportunity to help others, which is in keeping with my professional training.

The fine cooperation and help of President Becker, yourself, Wayne Messmore, who gave me "my chance," and the entire Franklin Life Insurance Company, make me proud to be associated with you. You can understand my enthusiasm for the friendly Franklin organization and the opportunities it offers individuals such as myself.

Sincerely yours,

Everett W. Scales

An agent cannot long travel at a faster gait than the company he represents.



The Friendly

FRANKLIN LIFE INSURANCE COMPANY

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

One of the 15 Oldest Stock Legal Reserve Life Companies in America

Over A Billion Dollars Of Insurance In Force

EDITORIAL COMMENT

Deception As a Legislative Principle

The revision of the New York expense limitation law must now wait another year for action and the differences in viewpoint between the New York department and the companies make it somewhat uncertain what the much-needed and inevitable revision will contain. However, there is one point that should unquestionably be taken care of in any revision and that is the separation of the agent's compensation limitation from whatever other limitations are applicable to a company's operations.

The objection has been made to the separation principle that by spelling out in exact percentages just exactly the maximum that an agent may be paid, the law would increase the pressure on companies to pay higher commissions, perhaps to a severe and harmful extent. A similar objection is that the agents would be putting pressure on the legislature in future years to push the limit ever higher.

As a practical matter there may well be something to these arguments, but in principle they are wrong and a wrong principle should not be permitted to continue in the law. It might be convenient for a company to be unable to tell its agents exactly what it could pay them, but to perpetuate this sort of obscurantism, if any practicable way can be found to avoid it, would be to give legislative sanction to deceit as a principle of operation.

Without attempting to justify the general principle of state regulation of insurance commissions it seems obvious that if a state is going to set a limit on a man's rate of compensation it has the duty of letting him know what the ceiling is rather than saying, in effect, "Well, it's up there some place."

Keeping employees in the dark as to their rights was accepted as a matter of course in business and industry half a century ago, but the trend in all lines of business has been in the direction of dealing with employees on a factual and honest basis. There is no reason why the life insurance agents should be saddled with a concept that is considered archaic in other lines of work and even among the life companies' salaried employees.

The companies do not need a fuzzy and deceptive limitation in order to keep their agents' commission scales within reasonable limits. It is true that when the discussion of separation of agents' commissions from other interlocking expense ceilings was first dis-

cussed, some people thought that the result would be that all agents would be demanding and receiving identical commission scales. It is now obvious that no such thing is going to happen no matter how specifically the percentage limitations are spelled out in the law.

Commission scales are not the only factors that attract and hold agents. If they were, a New York-licensed company would have to withdraw from practically all other states on account of being unable to maintain an agency force against the lure of companies not subject to the New York limitations.

Companies must be mindful of their own economic situation in fixing commission rates, no matter what the law allows or how importunate the demands of their agents. Economic law takes precedence over statute law and that situation is going to keep on prevailing no matter what the expense limitation statute may provide in New York.

As far as pressure on the legislators to raise commissions in future years is concerned, that is an inescapable consequence of setting limits in the first place. A state that undertakes to set limits must be prepared to justify those limits, to resist demands for increases if resistance is proper and to yield where yielding is found to be justified.

It might be comfortable for legislators to be able to duck behind a law that is so amorphous that nobody can tell exactly what it means but reliance on deception as a legislative policy is just as wrong and just as outmoded as it is in business policy.

There can be no question but that the legislators are going to be subject to pressure if the economic situation of the agent warrants it. But it is clearly unfair to tell a man that he can't earn at more than a certain rate while at the same time refusing to tell him what the rate is.

The question might be raised, if the principle of separation is so important, why wasn't something done about it years ago? The answer appears to be that until the inflation pinch of recent years began to squeeze the agents and companies, inexact and invisible limits on agents' commission rates were not of too much practical importance because the agents found it possible to live within them and were not seriously concerned with getting into the borderline area and right up to the top commission dollar legally payable. The inflation that has squeezed everyone has been particularly hard on

the agents and now what was always wrong as a matter of abstract principle becomes wrong also as a matter of practical damage.

Consequently there should be no doubt in anyone's mind that separation should be embodied in any revision of the New York expense limitation law.

Consequently, whatever is done or

not done next year about revising section 213, it is clear that a way should be found that will enable the agent to know in advance exactly what the ceiling on his commission rate is. This doesn't mean he is necessarily going to get the maximum but he is unquestionably entitled to know what the maximum is.

PERSONAL SIDE OF THE BUSINESS

A number of friends of **Horace R. Bassford**, vice-president and chief actuary of Metropolitan Life, who died unexpectedly, are making gifts in his memory to Trinity college at Hartford, Conn. He was a graduate of the class of 1910 and was president of the New York Alumni Assn. A good many sent gifts in lieu of flowers for the funeral and as word has gotten around of this memorial movement, many others have indicated interest in making similar contributions.

Earl M. Schwemm, manager for Great-West Life at Chicago, left right after the N.A.L.U. midyear with his wife and youngest son for a three week sojourn near Ft. Lauderdale, Fla.

Pendleton A. Miller, Topeka, Kansas general agent of New England Mutual, whose agency won the President's Trophy for 1951, and Mrs. Miller are taking a 10-day Caribbean cruise in advance of the general agents' meeting at Boca Raton, Fla.

R. B. Richardson, president, and **Lee Cannon**, agency vice-president of **Western Life** of Helena, Mont., who were in Chicago for the various life insurance gatherings at the Edgewater Beach hotel this week, had just time to stop at Helena for a change of shirts. They had just gotten back from a flying trip to Hawaii along with **Floyd E. Young**, vice-president and actuary. **Western Life** is not operating in Hawaii, but the three executives were making an investigation of the possibilities.

Thomas E. Lovejoy, Jr., president of Manhattan Life, has been elected a director of Lumber Mutual Casualty. **D. Theodore Kelly**, vice-president and general counsel of Manhattan, has been elected president of Lumber Mutual Casualty after having served a short time as acting president. He will continue his position with Manhattan.

Bert A. Hedges, Kansas manager of Business Men's Assurance, Wichita, has been renamed to a three-year term on the board of managers of the state soldiers home at Dodge City by Governor Arn.

In recognition of his completion of 35 years with Prudential at St. Paul, **Earl A. Eide**, general agent, was honored at a dinner there with more than 150 business associates and friends attending. **William V. Winslow, Jr.**, regional manager from the home office, presented a diamond-studded watch charm to Mr. Eide.

Edmund Fitzgerald, president of Northwestern Mutual Life, has been elected president of United Hospitals Fund of Milwaukee, a nonprofit corporation which seeks to raise \$6,500,000 to

build additional hospital facilities in Milwaukee county.

Donald E. Lynch, director of public relations of L.I.A.M.A., was delighted on St. Patrick's day to receive a green bottle done up in green paper with the inscription upon it, "To My Favorite Irishman," during the L.I.A.M.A. small companies' meet at Chicago. Just to prove he was as good an Irishman as he was touted as being, Don set about to take a drink from the bottle when he discovered that it contained a special room deodorant. Mr. Lynch concluded the gift was donated by an orangeman.

Foster A. Vineyard, Campbell & Vineyard, general agents for Aetna Life at Little Rock, has been elected a director of the Little Rock school board. The job is honorary with no compensation.

H. W. Manning, vice-president and managing director of Great-West Life, is setting off shortly for a two-month European visit. This will be his first trip abroad since 1938.

DEATHS

CHARLES F. HOBBS, president of American Home Life, who died last week at Topeka, had served for nine consecutive terms as Kansas commissioner, retiring in 1947 when he was



CHARLES F. HOBBS

succeeded by the present commissioner, Frank Sullivan. He first joined the Kan-

THE NATIONAL UNDERWRITER

—LIFE INSURANCE EDITION
PUBLICATION OFFICE:
175 W. Jackson Blvd., Chicago 4, Ill.
BUSINESS OFFICE:
420 E. Fourth St., Cincinnati 2, Ohio

Editor: Robert B. Mitchell
Assistant Editor: Richard J. Thain
News Editor: F. A. Post
Editorial Assistants: Charles C. Clarke, Ellsworth A. Cordesman, Donald F. Johnson.

Executive Editor: Levering Cartwright.
Advertising Manager: Raymond J. O'Brien.
Teletype CG-654



Howard J. Burridge, President.
Louis H. Martin, Vice-Pres. & Secretary.
John Z. Herschede, Treasurer.
420 E. Fourth St., Cincinnati 2, Ohio.

ATLANTA 3, GA.—432 Hurt Bldg., Tel. Walnut 9801. Carl E. Weatherly, Jr., Southeastern Manager.

BOSTON 11, MASS.—210 Lincoln St., Tel. Liberty 2-1402. Wm. A. Scanlon, Vice-Pres.

CHICAGO 4, ILL.—175 W. Jackson Blvd., Tel. Wabash 2-2704. O. E. Schwartz, Chicago Mgr. A. J. Wheeler, Resident Manager.

CINCINNATI 2, OHIO—420 E. Fourth Street, Tel. Parkway 2140. Chas. F. Woods, Sales

Director; George C. Roeding, Associate Manager; George E. Wohlgemuth, News Editor; Roy Rosenquist, Statistician.
DALLAS 1, TEXAS—708 Employers Insurance Bldg., Tel. Prospect 1127. Alfred E. Cadis, Southwestern Manager.
DES MOINES 12, IOWA—3333 Grand Avenue, Tel. 7-4677. R. J. Chapman, Resident Manager.
DETROIT 26, MICH.—413 Lafayette Bldg., Tel. Woodward 3-2826. A. J. Edwards, Resident Manager.

KANSAS CITY 6, MO.—605 Columbia Bank Bldg., Tel. Victor 9157. William J. Gessing, Resident Manager.

MINNEAPOLIS 2, MINN.—558 Northwestern Bank Bldg., Tel. Main 5417. Howard J. Meyer, Resident Manager.

NEW YORK 38, N. Y.—99 John Street, Room 1103, Tel. Beekman 3-3958. Ralph E. Richman, Vice-Pres.; J. T. Curtin, Resident Manager; Donald J. Reap, Eastern News Editor.

PHILADELPHIA 9, PA.—123 S. Broad Street, Room 1127, Tel. Pennypacker 5-3706. E. H. Fredrikson, Resident Manager.

PITTSBURGH 22, PA.—503 Columbia Bldg., Tel. Court 1-2494. Jack Verde Stroup, Resident Manager.

SAN FRANCISCO 4, CAL.—507 Flatiron Bldg., Tel. Exbrook 2-3054. F. W. Bland, Pacific Coast Manager.

sas department in 1917 and became commissioner in 1929.

WILLIAM A. HOOGBRUIJN, 56, of Bankers Life of Iowa at Los Angeles, died at San Bernardino. He had been with the company eight years.

FRANK A. MARTINEZ, former manager of Metropolitan Life, died at Albany, N. Y. He retired in 1947 after 48 years with the company. He started as a mail boy at the home office in 1898. After several years in the home office, he became an agent at White Plains, served as assistant manager at Yonkers, manager at Plattsburgh and Cortland, and went to Albany in 1934.

LOUIS C. WALTON, 62, manager of Metropolitan Life's Union City, N. J., office, died at West Palm Beach, Fla., after a heart attack. He was a past president of New Jersey Life Underwriters Assn.

J. DOUGLAS GRAY, 55, comptroller for Aetna Life at New York City, died suddenly there. Mr. Gray had been with the company 34 years, and comptroller since 1948.

CARTER H. BRYANT, general agent for Pacific Mutual at Denver, died at his home there. Throughout his 28 years in the business Mr. Bryant made vital and lasting contributions to field techniques. He had a leading role in development of the correlated arrangement of life, accident and health, and retirement insurance with Pacific Mutual.

CHARLES L. BOSS, 64, assistant general agent of the Bean agency of John Hancock at Chicago, died at Oak Park hospital. Mr. Boss joined the agency in 1940, and became assistant general agent in 1946. Formerly with the Swanson agency for New England Mutual Life at Chicago, he entered the business there with Equitable Society in 1928.

GEORGE M. JACOBS, president of Federal Old Line of Seattle, died there.

ROBERT W. FOWLER, 66, a former manager for Lincoln National Life, died at Indianapolis, where he was state director of the Treasury Department's saving bond division. He had been in that work at Washington and elsewhere since 1941.

GEORGE GORDON, 86, district manager of Excelsior Life at Niagara Falls, Ont., until his retirement in 1947, died there. He had been with the company 32 years.

Amicable Life of Waco, Tex., has declared a 50% stock dividend amounting to \$410,000 which increased the capital stock of the company from \$820,000 to \$1,230,000. Par value of stock is \$10 per share.

OBSERVATIONS

Encouraging Actuarial Students

There is a great demand for actuaries and the few specific university actuarial courses in existence are unable to fill the needs. Professor Robert E. Larson of the University of Wisconsin school of commerce, who conducts the actuarial courses there, says that his orders are hard to fill, because "the boys who are good with figures" have overlooked this special corner of the mathematical field. He does his best to get good potential mathematicians into his course, pointing out that in the insurance field, perhaps more than any other, it is possible for a man to graduate from purely technical work into positions involving wide administrative responsibility.

No Need to Douse the Orange

Fair weather Monday obviated any necessity for Mutual Life to turn off its weather forecasting light atop the home office. Mutual's weather star shines bright green for clear weather but if the forecast is cloudy or rainy the light changes to orange. To avoid offending any sons of Erin on St. Patrick's day, the company had announced that if the weather were anything but fair it would shut off the signaling system for the day.

Insurer Has Key-Man Cover

The current annual statement of Employers Liability Insurance, lists among its assets \$1 million of life insurance owned by the company on the life of E. C. Stone, retired United States manager. The Dec. 31 cash values are \$580,219. There are policies for various amounts, underwritten by John Hancock, Mutual Life, National Life of Vermont, New England Mutual, New York Life, Penn Mutual and State Mutual.

Canadian Reporting Differs

The Canadian life companies report their yearly figures as business in force rather than life insurance in force. This has led to a certain amount of confusion among U. S. life insurance people. The Canadian government requirements for reporting call for the business in force figure rather than the life insurance in force figure. The business in force figure also includes annuities and group annuities. The American companies report to the states and to the public life insurance in force, leaving out the annuities.

This is not to say that any one method of reporting totals is necessarily preferable to the other. Perhaps there should be some uniformity in reporting these figures between companies which present their stories in each country. Perhaps the Canadian companies should report to Americans on a life insurance in force basis with annuities separate and the American companies, in turn, should report business in force including annuities to Canadian policyholders and insurance people.

Mimeography Turns the Trick

Proving among other things that it doesn't take a wealth of fancy type faces or an array of photographs to put out a sprightly house organ, Bankers National Life has issued its report on 1951 operations to its own people in the form of seven sheets of mimeographed material set up in a news bulletin format. Along with news of the company's business are happenings of the year that are of personal interest to the staff.

Support Higher Commissions

Those who see no reason why buyers of new life insurance should be exempted from increased selling prices take their examples from two other lines where intangible services are marketed. Sharp declines in trading volume on the New York stock exchange have revived talk of higher commission charges, a rise in brokerage fees. Commercial banks, pressed for better earnings as costs and taxes mount, are asking for more compensation based on actual costs and responsibility assumed.

N. Y. Group Lid Off

ALBANY—Governor Dewey of New York has signed the Condon bill removing the statutory \$20,000 per life limit on group insurance and has also signed the bill permitting minors age 18 to receive \$2,000 annually from the proceeds of a matured endowment policy.

Removal of the group ceiling was opposed by the New York State Assn. of Life Underwriters. It was desired by the companies because the New York department had interpreted the law as prohibiting New York-domiciled companies from exceeding the ceiling even on out-of-state group risks, though non-New York companies licensed in the state were not subject to the limit.

"Pass Buck" on Prudential's Agent-Pay Plan in Conn.

HARTFORD—The decision of whether or not Prudential is breaking Connecticut law in its method of paying agents has been tossed from the New Haven city prosecutor back to the state labor department.

On the basis of more than 100 complaints from then striking Prudential agents, the labor department asked City Attorney Kopkind of New Haven to test Prudential's wage scheme in his court. Mr. Kopkind says he could find "no crime" in Prudential's wage plan and that the issue "is dead as far as my court is concerned."

The labor department said it is awaiting receipt of the new contract between Prudential and the AFL agents union to determine if the new method of wage payments is legal in Connecticut.

Prudential pays in 13-week stretches, and the agents claimed the pay actually earned in one 13-week period was paid in the next. They said that during the strike they should have been paid for the 13-week period immediately preceding the strike. Prudential said the 13-week method was simply a means of determining the rate of payments.

100 at Indianapolis Rally

Approximately 100 Indianapolis citizens attended the third session of the "How to Buy Insurance" series being sponsored by the Indianapolis public schools. They heard R. I. Mehr, University of Illinois; Roy MacDonald, assistant director of H. & A. Underwriters Conference, and Carl Ernst, North American Life & Casualty, St. Paul, president of International Assn. of A. & H. Underwriters, give "Tips on Buying Disability Income and Hospitalization Insurance."

The session was planned by the Indiana A. & H. association under the direction of Charles Ray, assistant A. & H. manager of Hoosier Casualty.

Albert C. Adams, general agent for John Hancock at Philadelphia, was last week placed on the growing list of candidates for trustee of National Assn. of Life Underwriters. He is the past president of the Philadelphia and Pennsylvania associations.



CENTRAL STANDARD LIFE

Founded 1905 — **INSURANCE COMPANY**

211 W. Wacker Drive

Chicago 6

All forms of Life • Accident & Health

ALFRED MACARTHUR
Chairman of the Board

E. H. HENNING
Vice-Chairman

WILBUR M. JOHNSON
President

ACCIDENT AND HEALTH

Speakers Ready for Two A. & H. Sessions

Travis T. Wallace, president Great American Reserve; James D. Dunning, assistant vice-president New York Life, and Harry S. McConachie, vice-president and superintendent of agents American Mutual Life of Iowa, and president of L.I.A.M.A., will be featured speakers at the opening session of the A. & H. meeting of L.I.A.M.A. at Chicago, April 7-9.

Mr. Wallace will expand his comments made at last year's meeting on A. & H. as a partner of life insurance in agency department planning; Mr. Dunning will report on the progress made by his company since entering the A. & H. field

last year, and Mr. McConachie will present a message from the L.I.A.M.A. board.

A panel on combined training for life and A. & H. sales, led by Harland L. Knight, agency vice-president Paul Revere Life, will conclude the first day's activity. Panel members include Wesley J. A. Jones, director of A. & H. sales Mutual Life; Roswell C. Laub, vice-president and director of agencies Monarch Life, and J. E. Rawles, assistant superintendent of agencies and director of training Reliance Life.

Second Day Program

The second morning will be devoted to a series of quick sales idea talks bringing out unusual uses for A. & H. insurance. Lyman C. Baldwin, Security Life & Accident, will preside and

speakers will be Christopher F. Lee, Columbian National; N. Murray Longworth, United Benefit; D. C. MacEwen, Occidental of California; William J. W. Merritt, Wisconsin National; Robert S. Schoonmaker, Jr., Berkshire Life; and Carl H. Lane, General American Life.

In the afternoon a panel discussion of sales management problems will be in charge of Edward R. Hodgkins, Paul Revere. Participants will be E. J. Faulkner, Woodmen Central; James E. Scholefield, North American Life & Casualty, and Mr. MacEwen. The discussions will be concerned with balancing production between life and A. & H., and balancing types of A. & H. production.

That evening Fred S. Sibley, Pacific Mutual, will show his company's film, "A New and Unusual Savings Plan."

San Francisco A. & H. Managers Elect Brovan

New officers elected by A. & H. Managers Assn. of San Francisco are: President, D. V. Brovan, Mutual Benefit H. & A., and vice-president, Rangal H. Yorks, Fireman's Fund Indemnity. The secretary is to be appointed later.

New directors are Robert R. Smith, Washington National, and L. L. Hirschorn, United.

Retiring President T. S. Dixon, Massachusetts Indemnity, was awarded a plaque.

The speaker was Marshall Goodman, Provident L. & A., who conducted a round table discussion on hospitalization insurance vs. income disability, and problems in the hospital insurance field.

Joint Sales Congress at Seattle Set for March 26

The 1952 sales congress sponsored by Washington Assn. of A. & H. Underwriters will be held March 26 at Seattle. The Vancouver, B.C., and Portland, Ore., associations are co-sponsors.

Carl A. Ernst, North American L. & C., St. Paul, president of the International association, will be the principal speaker, on "Colorful Selling."

The congress will open with a joint luncheon with Seattle Life Underwriters Assn. and the program will get under way at 2 p.m. Herman A. Malmberg, Reliance Life, president of the Washington association, will open the session and Charles H. Tull, Provident L. & A., vice-president of the International, Seattle, will be moderator.

Clayton L. Walton, Seattle manager of Monarch Life, will speak on "What of Your Golden Hours," and Malcolm S. Bryant, Portland general agent of North American Accident, on "Seeing Is Believing."

"Why Work in the Sand Trap — It's So Easy on the Fairway," will be the topic of Hal B. "Spike" Winter of L. K. Sully & Co., White Rock, B. C. Mr. Tull will then present special membership awards. E. H. O'Connor, managing director of Insurance Economics Society, will speak on "Security — the American Way."

The committee on arrangements is composed of Noyd Leonard, Reliance Life; Clarence Mykland, West Coast Life, and Bruce Bean, Washington National.

Ernst at Indianapolis

Better showmanship as the best route to more effective A. & H. presentations was urged by Carl A. Ernst, North American L. & C., St. Paul, president International Assn. of A. & H. Underwriters, in addressing the Indiana association at Indianapolis.

No man is a prospect for any kind of insurance unless he is now inadequately insured, Mr. Ernst said, and if that is the case it means that what agents have already told him has had no effect and that the agent who would sell him must do a better job.

Mr. Ernst also spoke before the

A. & H. session of the "How to Buy Insurance" series sponsored by the Indianapolis public schools.

Silverstein L. A. President

Los Angeles A. & H. Underwriters Assn. at a joint meeting with Los Angeles A. & H. Managers Club elected these officers: President, Joseph Silverstein, Norrin & Silverstein; first vice-president, Charles Wise, Continental Casualty; second vice-president, L. J. Jacobsen, Occidental Life of California; secretary-treasurer, Richard Brown, Massachusetts Indemnity.

Harvey D. Quigley, Mutual Benefit H. & A., San Francisco, zone chairman of the International association, told of its activities.

Dallas Regional March 24

H. & A. Underwriters Conference will hold its last regional meeting of the year at Dallas March 24, for companies in Texas and the southwest. Roy A. MacDonald, assistant director, will represent the headquarters office.

Sidetrack Mich. UCD Bill

LANSING, MICH. — Further study of compulsory disability insurance before any such legislation is enacted in Michigan appears to be likely.

Such a bill was introduced with rather strong sponsorship but it is reported to have died in the senate labor committee. It is understood that a special legislative committee set up in 1951 to study the subject will be extended for another year.

Give DISC at St. Louis

St. Louis A. & H. Underwriters Assn. in cooperation with Washington University is to present the disability insurance sales course April 1-3 at the university. Under direction of Dr. Ross Trump, professor of marketing, and J. Harry Wood, professor of management, at the university, together with a number of leaders in the A. & H. field.

Recommend Model A. & H. Law

The Massachusetts legislative committee on insurance has recommended adoption of the uniform individual accident and sickness policy provisions law drawn up by National Assn. of Insurance Commissioners.

The bill was opposed by the Massachusetts department on the grounds that through minor modification the present law would permit use of the N.A.I.C. standard policy provisions.

N.A.I.C. Zone 4 Men

Are in Session at Dallas

An extensive agenda faces those attending the zone 5 N.A.I.C. convention at Dallas Thursday, Friday and Saturday of this week. There are some 34 items listed but very few pertain to life insurance. The only purely life insurance topic on the list is "The problem of high number of life insurance lapses. What can be done about it?"

There are a number of A. & H. questions including: Should hospitalization insurance be extended to cover convalescents in nursing homes? What regulations as to equipments, facilities, treatment and care should be set up to establish eligibility? Should A. & H. policies be standardized as to coverage or at least minimum standards be set up? Should rates be subject to scrutiny under legal enactments?

McDonald on Pension Trends

Edwin C. McDonald, vice-president of Metropolitan Life, covered current trends in employe benefit and pension programs at a recent meeting of the Kansas City insured members' conference of Associated Industries of Missouri.

Charles Cosby, district manager of New England Mutual at Wichita, and Mrs. Cosby are the parents of a son.

MORE AND MORE AND MORE...

..... Insurance eyes are looking towards

The Union Labor Life Insurance Company.

Are you a Policyholder?

Are you a Prospect?

Are you an Agent?

Then you must know more about this Company's healthy progress:

Insurance In Force—

December 31, 1951 \$350,675,988

Up 11% over 1950

Assets—December 31, 1951 \$ 15,301,653

Up 16% over 1950

Paid to Policyholders and beneficiaries

during 1951 \$ 6,586,599

Up 35% over 1950

Better and better and better



**THE UNION LABOR
Life Insurance Company**

**200 East 70th Street
New York 21, N. Y.**



**An Old Line Company with an outstanding Record
of the Low Net Cost.**

Ins. in Force December 31, 1951—\$246,139,001.

Agency Openings for Lutherans in 21 states.

LUTHERAN MUTUAL LIFE INSURANCE COMPANY

Waverly, Iowa

Push P Four T

For the Phoenix fore a go ford, seek office bui proposal before the It reach but was zoning co counsel r to zoning withdrew a new on zoning co

United

United statement which wa During the business Peoples-G The life 324,471 w 817,718.

The to and Pres that for million. The w an increa debit at Capital re eral surpl A divi per share with \$6.56

Become

America of Richm Richmond said the o the simila other sta company It will to its hos ness.

Republ

New b Life duri surance i to total \$ in assets to \$54,704 was \$1,37 was \$9,57 paid on 1 A. & H. bursed in life and A

Victory

Victory tend to meeting c are under at Buffalo

Federa

Life in Life of during A. & H. p and claim \$1,380,453 and surpl 593.

Pan-Am

Each h American routine r blood to t

Baltimo anniversa tual aid so bers at th has 600,00

COMPANIES

Push Phoenix Building Plan Four Times in Six Months

For the fourth time in six months, Phoenix Mutual Life will appear before a governing body in West Hartford, seeking permission to build a home office building on Asylum avenue. The proposal will be given a public hearing before the town council.

It reached the council last December, but was turned back to the plan and zoning commission after the corporation counsel ruled that it did not conform to zoning regulations. Phoenix then withdrew its first petition and submitted a new one that was approved by the zoning commission.

United Shows Increases

United of Chicago in its new annual statement reports assets of \$29,612,196, which was an increase of \$12,105,035. During the year practically all of the business of All-States Life and of Peoples-Guardian Life was reinsured. The life insurance in force was \$258,394,471 which was an increase of \$98,817,718.

The total income was \$22,653,709 and President O. T. Hogan predicts that for 1952 the figure will be \$27 million.

The weekly industrial debit shows an increase of \$108,989 and the weekly debit at the year end was \$419,289. Capital remains at \$1 million and general surplus is \$4,351,528.

A dividend to stockholders of \$5 per share was paid which compares with \$6.50 in the past two years.

Becomes Richmond Life

American Bankers' Life & Casualty of Richmond has changed its name to Richmond Life. Worley Harr, president, said the change was made necessary by the similarity of names of companies in other states into which the Richmond company is expanding.

It will add a full line of life insurance to its hospitalization and A. & H. business.

Republic National Recap

New business of Republic National Life during 1951 was \$83,195,865. Insurance in force increased \$48,718,216 to total \$359,087,816. There was a gain in assets of \$2,867,167 bringing the total to \$54,704,574. Surplus to policyholders was \$1,379,869. Total premium income was \$9,578,478, of which \$6,627,404 was paid on life policies and \$2,951,074 on A. & H. There was \$5,858,338 disbursed in benefits and payments for life and A. & H.

Victory Mutual Dividend

Victory Mutual Life declared a dividend to policyholders at the annual meeting of the board at Chicago. Plans are underway for the annual convention at Buffalo, N. Y., in August.

Federal, Ill., 1951 Gains

Life insurance in force of Federal Life of Illinois increased \$12,355,992 during 1951 to total \$148,382,620. A. & H. premium income was \$2,558,019 and claims paid in that department were \$1,380,453. Assets totaled \$33,069,587 and surplus to policyholders was \$3,826,593.

Pan-Americans Donate Blood

Each home office employee of Pan-American Life took time from his daily routine recently to donate a pint of blood to the Red Cross.

Baltimore Life is marking its 70th anniversary. It was founded as a mutual aid society with less than 100 members at the end of the first year and now has 600,000 policyholders.

Day Sees Change in Texture of A. & H. Business

Insurance Director Day of Illinois, in addressing a joint meeting of agents, both life and general insurance men, and lawyers, at Freeport, Ill., touched on A. & H. matters and some general problems of supervision although mainly he discussed the trying automobile insurance situation.

Mr. Day sketched the history of insurance regulation in this country and referred to the Armstrong investigation in New York early in the century that resulted in practically all of the principal New York companies being mutualized and a far reaching legislative program to provide greater protection for policyholders.

"At the present time," Mr. Day said, "the Hearst papers seem to be trying to revive this type of headline interest with stories about various practices engaged in by one of the largest New York companies."

Causes Dissatisfaction

As to A. & H. insurance, he said that pressures for compulsory federal health insurance and disability insurance on a state level logically arise out of dissatisfaction with the coverages provided by private companies. The states, the insurers and agents must work together to educate the public to the fact that they cannot get something for nothing. Also every effort should be made to avoid unduly low A. & H. loss ratios and overly restrictive policies.

In the past 10 years the premium volume of A. & H. and hospitalization insurance in Illinois has increased nearly 500%. "There are indications that the easy money heyday which gave rise to some unprincipled operations in this field is drawing to a close," he said. "The sound, proven companies are moving into this line and the public is beginning to realize that here as with other lines of insurance and other products he will do better to deal with an agent whom he knows and trusts rather than trying to buy a bargain by mail order."

Mr. Day said the state wants to eliminate the unethical profiteering companies from this and other lines and also wants to weed out agents who do not live up to their responsibilities to their policyholders.

Wash. National General Agents to Meet March 24-25

General Agents Assn. of Washington National will hold its first independent meeting at Kansas City, March 24-25. Previous meetings were held as part of the company's annual agency gatherings.

J. V. Fitzgerald, Storm Lake, Ia., will be chairman, and Marion F. Houston, Kansas City, will be host. President R. J. Wetterlund and Vice-president Kenneth Mullins will also attend.

Three-Day Prudential Meet

Directors of 15 Prudential district offices met at Newark recently for a three-day series of discussions that included the company's new A. & H. sales program, and field training.

Canada Writings Up 10.7%

Life insurance writings in Canada in 1951 totaled \$1,990,735,545, according to a preliminary report issued by R. W. Warwick, Canadian superintendent. This was an increase of 10.7% over 1950. The ordinary figure was \$1,538,775,959, industrial \$163,496,732 and group \$288,462,854.

In force at the end of the year was \$17,235,376,811, a gain of 9.5% over 1950. Ordinary amounted to \$12,563,050,687; industrial, \$1,581,983,516 and group \$3,090,342,608. Canadian companies carried \$11,807,786,335 and British and U. S. companies \$5,427,590,476.

Business in force in Canada of Canadian fraternal was \$161,261,596 and of foreign fraternal, \$128,050,046.



Serving a GREAT People in a
GREAT Section of our
Nation... the SOUTHWEST

Great Southern Life and Great Southerners are working hand in hand for the welfare of men, women, children and families in the four great states comprising Great Southern Territory.

Together, they have an established reputation for service, strength, progressiveness and security that is bringing more and more policyowners into the Great Southern fold every year.

Great Southern offers career life underwriters unexcelled opportunities in their chosen field. In addition to excellent sales tools and a portfolio of life insurance plans to meet every need, Great Southerners participate in a most comprehensive, non-contributory AGENTS BENEFIT PLAN.

The Great Southern Plan

- 1... builds a substantial retirement income for life.
- 2... provides for an unlimited life insurance death benefit, which becomes payable as
- 3... disability income in event of total and permanent disability before retirement.
- 4... provides generous hospitalization and surgical benefits for himself and his immediate family.

GREAT SOUTHERN

Life

INSURANCE COMPANY

HOME OFFICE HOUSTON, TEXAS

NEWS OF LIFE ASSOCIATIONS

Dallas Association Leads Cancer Crusade Again

Dallas Assn. of Life Underwriters, sponsor of the Dallas County Cancer Crusade since 1946, will undertake leadership of the crusade again this year.

John Briggs, public relations director for Southland Life and chairman of the county unit of American Cancer Society, has appointed J. E. Bailey, general agent for American National, general chairman. The following committee chairmen have also been named: Carr P. Collins, president Fidelity Union Life, big gifts; W. Earl Manning, Jr., New York Life, cancer control day; George B. Jordan, Republic National Life, employee participation, and Robert Bourdene, Great American Reserve, manpower. Other committee chairmen will be named before the crusade gets underway April 1.

Tennessee Caravan Planned

The annual sales caravan of Tennessee Assn. of Life Underwriters, of which Laurie F. Pratt, Penn Mutual, is president, will hold sessions at Knoxville April 22, Chattanooga April 23, Nashville April 24, and Memphis April 25.

The panel of speakers to make the trip aboard a special train, which is still incomplete, includes James E. Rutherford, vice-president of Prudential.

Southern California Caravan Opens Tour at Bakersfield

The southern California caravan of Life Underwriters Assn. of Los Angeles opened its tour Friday at Bakersfield.

The caravan is under the direction of Melzar C. Jones, general agent of Connecticut Mutual, as chairman, and Bruce E. Bare, general agent of New England Mutual, vice-chairman.

At the Bakersfield meeting John Hanagan, Venice, Cal., general agent of Reserve Life, spoke on "A Package Sale for Today's Buyers;" John M. Russon, Massachusetts Mutual, Los Angeles, on "It Is You That You Offer for Sale," and W. W. Stewart, general agent Pacific Mutual, Los Angeles, "Desire Is the Thing."

The caravan also met with Pasadena-San Gabriel Valley association at Pasadena March 20, and at dates to be announced later will visit Glendale, Santa Barbara, Santa Monica, Orange County (Santa Ana), Orange Belt (San Bernardino) and San Diego associa-

tions. The last named will be a joint meeting.

Salina, Kan.—William Yost, New York Life, spoke on "Follow-up Contacts Yield Dividends." Members were asked to bring non-members as guests as part of a membership campaign of the Kansas association.

Garden City, Kan.—The Southwest Kansas association heard E. E. Shurtleff, executive vice-president of Victory Life, Topeka, speak on "Principles of Home Office Underwriting."

Albuquerque—Levi Bottens, L.U.T.C. director of administration, addressed the Central New Mexico association at its March meeting.

Buffalo—Rodney Hull of Mutual Life of Canada, discussed estate planning.

La Crosse, Wis.—William H. Pryor, Connecticut Mutual, Milwaukee, past president of the Wisconsin and Milwaukee associations, spoke at a dinner meeting of the Western Wisconsin association on "Open Season for Big Game," based on his own experience in developing a large sales volume over the past 20 years.

Milwaukee—William P. Lynch, second vice-president of the Prudential district agencies department, spoke at the March luncheon meeting. President E. C. Ebersol, Lincoln National, introduced nine new members.

Richmond, Va.—James Elton Bragg, New York City manager of Guardian Life, spoke on "The Human Factor in Life Insurance."

St. Louis—Edwin R. Brock, Penn Mutual, Des Moines, spoke Thursday on "Opportunities Unlimited."

Austin, Tex.—Dr. Henry T. Owen, professor of life insurance, University of Texas, spoke on "Seeds of Success." He said the life insurance salesman must have a personality which enables him to stay in the business when he meets defeat in his efforts to sell. He declared that it takes a good man to stay in life insurance.

Dr. Owen described the feeling of the life salesman who walks nervously by the office door of the prospect, hoping that the prospect is out, and said all life insurance salesmen have had this experience. He stressed the value of the failure to sell a prospect as a guide to success when the salesman analyzes his efforts and seeks to ascertain the reason for his failure.

Parsons, Kan.—Edward Vargen, personnel manager of National Gypsum Co., spoke on "Group Life and Hospitalization Plans."

Lawrence, Kan.—At a meeting at Ottawa with a group of Ottawa life men, Claude V. Cochran, Kansas City manager of General American Life, spoke on "The Work of the Local, State and National Life Associations." A. J. Howell, Ottawa, member of the Lawrence association, was program chairman.

Emporia, Kan.—E. D. Bennett, National Fidelity Life, has been named secretary to succeed Harvey H. Kaufman, Pioneer National.

Newark—William J. Egan, attorney, discussed the responsibility of the life insurance salesman to the public.

Pasadena-San Gabriel, Cal.—John Hanagan, Reserve Life of Dallas, discussed a package sale for today's buyers; John M. Russon, Massachusetts Mutual Life, spoke on "It Is You That You Offer for Sale," and W. W. Stewart, general agent Pacific Mutual Life, spoke on "Desire Is the Thing," at a joint sales caravan meeting with the state association.

Montreal, Que.—The man of average means should take considerable care to plan his affairs so that in the event of his death taxes and other transfer costs would be held to an irreducible minimum, George French, past president, told members at a luncheon meeting. Wills badly planned often fare badly in court, he said, adding that the man best equipped to help in the planning of an estate is the trained agent.

San Antonio—G. Archie Helland, Connecticut Mutual, president of the Texas association, stressed the importance of a strong association in making effective the efforts of the representatives of N.A.L.U. in Washington when they seek to protect the public and the life salesman. He spoke of legislative results achieved in Texas and the need for a new licensing law.

New Bedford, Mass.—Robert B. Whittemore, general agent for Connecticut Mutual, spoke at luncheon on the "Flame Never Dies." The association is mobiliz-

ing against the cash sickness bill in Massachusetts which does not have the governor's recommendation this year but is being backed by a number of legislators.

Seattle—"Market-Mortgage Coverage" was the topic of a panel discussion led by George C. Harrison, Canada Life, at the March 17 meeting.

LIFE MANAGERS

Chicago Supervisors Tell of Recruiting Experience

Life Agency Supervisors Club of Chicago met to discuss recruiting from first contact to agent's contract. A panel, moderated by Kenneth Todd, Connecticut General, and composed of Sol Sackheim, Great-West Life; Robert Hamor, Connecticut General; Sol Block, Equitable Society, and Frank Morley, Northwestern Mutual, discussed recruiting in five segments. The five areas were methods, screening, inducements, financing and age experience.

The four supervisors presented methods which they had found acceptable and effective within their own agencies. Methods in screening were similar in every case as were inducements given to a prospective agent. One recounted his use of advertising in the help wanted columns of a daily paper. He ran a "blind" ad which specified only that a life agent was wanted. It did not list company, salary or qualifications. The "ad" ran for eight consecutive times, resulted in 118 replies, 92 interviews, 38 follow-up interviews and six recruits. The past experience of the six recruits was too broad to be conclusive. All felt that past experience seems to have little relation to the eventual success of a prospective agent.

In an analysis of age groups, one found that his poorest experience was with recent college graduates. The group 30-40 was good, while the group 40-60 was best.

The club plans to continue the subject of recruiting with discussion of training programs for new agents and aids and inducements to brokers.

Aaron Tilton, Milwaukee attorney who participated in the Neuremberg trials in Germany, spoke on "Man Hunt in Heidelberg" at a dinner meeting of Milwaukee cashiers.

Charged With Tax Evasion

Neil O. Knudson, Wisconsin manager for Mutual Benefit H. & A. and United Benefit Life, and his wife, Florence, have been indicted by the federal grand jury at Milwaukee for alleged evasion of \$67,315 in federal income taxes for 1945 and 1946. Mrs. Knudson is employed in her husband's office.

According to the indictment, the Knudsons paid a tax of only \$12,588 for the two years. The government alleged that they also underpaid their tax in 1942, 1943 and 1944, but charges involving those years have been outlawed by the state of limitations. The indictment further alleges that most of the unaccounted income was kept by Mrs. Knudson in a separate bank account. It was derived mostly, it was charged, from commissions.

Hays Breaks 51-Year Record

The Hays agency for New England Mutual Life at Boston submitted \$2,242,000 in new business for February, a 30% increase over February of last year, and highest in the agency's 51 year history.

Leonard Assistant Dean

A. Leslie Leonard has been named assistant dean of the school of insurance of Insurance Society of New York. He joined the society in 1946 as an assistant to Dean Arthur C. Goerlich. He was in insurance 10 years including four years as agent of Connecticut Mutual Life. He is a C.L.U.

Pilot Life

HIGHLIGHTS • 1951

Insurance in Force	\$580,791,615
Assets	89,096,875
Payments to Policyholders	
Since Organization	70,362,495
Interest Paid on Funds Left on Deposit ..	4%

Ordinary • Weekly Premium •
Monthly Premium • Group Life,
Accident and Health • Group,
Family and Individual Hospitalization

Pilot Life Insurance Company

PILOT TO PROTECTION SINCE 1903
O. F. STAFFORD, PRESIDENT • GREENSBORO, N. C.



MONUMENTAL LIFE INSURANCE COMPANY

HOME OFFICE • CHARLES and CHASE STREETS
BALTIMORE

NOW REVISED and READY FOR YOU!

HILLER'S MONTHLY BUDGET GUIDE

(The same "slide rule" developed by Walter N. Hiller, C.L.U., million dollar producer and used successfully by him for years in his solicitations.

USES ALL NEW FIGURES! ...

MONTHLY BUDGET GUIDE

FOR AVERAGE FAMILY OF HUSBAND, WIFE AND TWO CHILDREN

YOUR INCOME

200	250	300	350
68	84	97	119
56	66	76	81
25	30	34	35
11	14	15	19
8	12	15	29
18	22	25	26
0	6	16	18
13	16	18	26

450
128
102
48
29
22
36
48
39

FOOD: Includes entertainment and meals out.
SHELTER: Rent or mortgage payments, taxes, heat, light, repairs, fire insurance, phone.
CLOTHING: Includes cleaning, laundry and repairs.
TRANSPORTATION: Streetcar, railroad and taxi, automobile and upkeep.
MEDICAL: Drugs, doctor, dentist and hospital care.
PERSONAL: Recreation, gifts, education, clubs, and miscellaneous.
TAXES: Federal Income Tax only-husband, wife, two children-4 exemptions.
LIFE INSURANCE AND SAVINGS: This item is self-explanatory.

WIDOW'S INCOME

175
57
54
35
6
9
13
0
1

225	250	300	350	400	450	500
63	68	76	84	90	98	104
57	61	68	75	82	89	95
41	44	50	55	60	65	72
12	14	17	20	22	28	32
12	13	15	18	20	22	25
23	26	36	48	60	70	80
12	17	27	36	49	57	69
5	7	11	14	17	20	23

Actual size, 2" by 6 1/2"
Made of durable vinylite plastic

To help you sell
**COMMISSION-BUILDING
INCOME PLANS**
instead of Lump Sums!

... APPEALING
NEW COPY!

WITH EVERY RULE PURCHASED YOU GET ...

The Monthly Budget Guide Helps You...

- 1—Uncover and measure the real income needs of the Prospect and his family.
- 2—Facilitate client-building rather than the one-time sale.
- 3—Build prestige and create centers of influence.
- 4—Result in larger average cases.
- 5—Improve persistency and stabilize renewals.

Here's How It Helps You Sell Income Plans

- 1—It commands your Prospect's attention from the start.
- 2—It tells you *how* much the Prospect earns without asking him.
- 3—It shows the cost of each major item in the budget of average families of four with various amounts of income.
- 4—It helps your prospect determine *how* much income his family will need after his death by showing the average outlay for each major item in the budget.
- 5—It helps you capture a wife's interest and cooperation in the home interview.
- 6—It helps you answer the "more than I can pay for now" objection, because it shows where expenses can be cut so that more Life Insurance can be bought.
- 7—It answers "how much Life Insurance should I own?" by giving the average amount that the Prospect should put into Life Insurance and other savings.
- 8—It emphasizes "Income" rather than "Lump Sum," resulting in sales of more and larger policies.

THE DIAMOND LIFE BULLETINS

Department of

THE NATIONAL UNDERWRITER CO. • 420 East Fourth Street • Cincinnati 2, Ohio



GET YOURS NOW! MAIL TODAY!

The National Underwriter Company
420 East Fourth Street, Cincinnati 2, Ohio

Date _____

Please send me _____ new Monthly Budget Guide(s).

My check for \$ _____ is enclosed. ☐ Bill me.

PRICES

Monthly Budget Guide*	
One Only\$2.00
5 Rules, each	1.90
10 " "	1.80
25 " "	1.75
50 " "	1.70
100 " "	1.60
250 " "	1.50
500 " "	1.40
1,000 " or more	1.30

* Embossed Case, Full Instructions and 7 Sales Talks included FREE with EACH RULE, regardless of quantity ordered.

Name _____

Company _____

Street Address _____

City _____

() Zone _____

State _____

(When ordering by letter or purchase order, please attach this coupon.)

LIFE AGENCY CHANGES

Colhoun Roanoke General Agent for Provident L. & A.

Provident L. & A. has named E. Dudley Colhoun general agent at Roanoke, Va. Mr. Colhoun has been director of agencies for Shenandoah Life. He is past president of the Roanoke Assn. of Life Underwriters, the state association, and was twice trustee of the National association. He entered the business 28 years ago and became manager of the Shenandoah Life home office agency.



E. D. Colhoun

Dixon to Baltimore Post

Joseph G. Dixon has been named as head of Prudential's district office No. 4 at Baltimore. A graduate of Drexel Institute, Mr. Dixon started in 1935 as an agent at Bristol, Pa. He was placed in charge of a branch at Mt. Holly, N. J., in 1938 and later at Princeton. Called to the Newark home office in 1948, he assisted in training field personnel until

1949 when he was named regional supervisor in a newly opened regional office at Chicago. He has held a similar position at Philadelphia the past year. He is an army veteran.

Metcalf Leaves New England

Wayne C. Metcalf, general agent for New England Mutual Life at Roanoke, Va., has retired due to ill health. Mr. Metcalf entered the business in 1919, and joined New England Mutual in 1932. He was appointed general agent at Roanoke in 1937.

Group, Brokerage Changes

Occidental of California has appointed Robert E. Hansen group service representative at Grand Rapids, Mich.; transferred Donald Loizeaux, group representative at San Francisco, to Portland, Ore., and named Jack L. Renner group representative at San Francisco to succeed Mr. Loizeaux.

The company has also named Rowland H. Stade and Alfred R. Cartwright brokerage managers at San Francisco.

Carl G. Guile, who has been with Wisconsin Life since 1946, has been appointed associate general agent at Milwaukee under Allyn B. Charles, general agent there.



GAINS IN 1951

Gains in all significant phases of the business were made by Washington National in 1951.

The 41st annual financial statement, as of December 31, 1951, showed:

Life insurance in force, \$717,348,967.

Admitted assets, \$146,459,109.18.

Premium income, \$45,659,125.04.

Surplus to policyowners, including general contingency funds, \$31,063,429.04.

Operating in 47 States, the District of Columbia, and the Province of Ontario, Canada.

Lines written: life, accident, health, hospitalization, franchise, group.

WASHINGTON NATIONAL INSURANCE COMPANY

Evanston, Illinois

H. R. KENDALL, Chairman

R. J. WETTERLUND, President

G. P. KENDALL, Secretary

AMERICAN RESERVE LIFE Insurance Company

OMAHA

Raymond F. Low, President Harold R. Hutchinson, Exec. V. P.
Frank W. Frensisley, Agency V. P.

Life — Health — Accident — Hospital

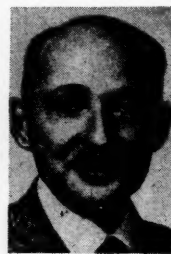
Boogar Transferred; Lee Promoted by Prudential

Prudential has transferred Harold E. Boogar, manager at Jamaica, L. I., to Philadelphia, and promoted Herbert L. Lee, assistant manager at Jamaica, to manager there.

The company has also reorganized the Gilmartin agency at Philadelphia on a brokerage basis, and assigned the agency's personal production staff to



Harold E. Boogar



Herbert L. Lee

the new Boogar agency. The Gilmartin agency will move from 1405 Locust street to 1500 Walnut street. The Boogar agency will occupy the former address.

Mr. Boogar entered the business in 1930, and joined Prudential at Philadelphia in 1945. He later became assistant manager there, and in 1950, manager at Jamaica. Mr. Lee has been with the company since 1933.

Mutual Benefit Assigns Huffman to Jacksonville

Mutual Benefit Life has promoted Truman M. Huffman, supervisor of management training, to general agent at Jacksonville, Fla., succeeding Robert L. Rhodes. The company has also named H. Preston Smith supervisor of management training to replace Mr. Huffman.

Mr. Huffman joined the company in 1945 at Hartford, and the following year, became agency supervisor there. In 1948, he was transferred to the home office as assistant training supervisor, and subsequently became supervisor. He entered the business in 1939. Mr. Smith was formerly district manager for New England Mutual Life at Summit, N. J. He joined that company there in 1948.



T. M. Huffman

New Prudential District

Prudential has appointed William I. McCullough manager of the new district office at Augusta, Ga. Mr. McCullough joined the company at Washington, D. C., in 1943. He became staff manager there in 1946, and the following year, transferred to the home office as a training consultant.

Burdette Joins Falkstein

Charles F. Burdette, division manager at Austin, Tex., of the ordinary department of Prudential, has been appointed brokerage manager of the Frank B. Falkstein agency of that company at San Antonio. He entered insurance work at San Antonio six years ago and later was assistant manager at Victoria, Tex.

Breed Made Tyler Manager

J. S. Breed, agency supervisor of Western Reserve Life of Austin, Tex., has been appointed manager at Tyler, Tex. He entered life insurance with Western Reserve as an accountant in 1934. He served with the F.B.I. at Washington, and later in the navy. On his release he became an examiner for the Texas department. In 1946 he returned to Western Reserve as agency

secretary and in 1949 was promoted to agency supervisor.

Zone 1 of N.A.I.C. to Meet at Boston April 16

Commissioners comprising zone 1 of National Assn. of Insurance Commissioners will hold their meeting April 16 at Boston with headquarters in the Statler hotel. Attendance will be confined to zone 1 commissioners and their staff members.

Minnesota Mutual Names Jackson General Agent

Minnesota Mutual Life has named David B. Jackson general agent at New Orleans. He has been in the business since 1941. In 1948, he became manager for Acacia Mutual Life at New Orleans.

Columbian Names Stunkard

Columbian National Life has named John W. Stunkard claims manager for the west coast at Beverly Hills, Cal. He was formerly manager of the group claims department for Founders. Mr. Stunkard entered the business in 1940, after several years with the U. S. Department of Agriculture.

Kornhaus Back at Wichita

Tom Kornhaus, formerly of Wichita, who starred in football and basketball at the University of Wichita, has returned to Wichita as general agent of Guarantee Mutual Life. He has more recently been at Grand Junction, Colo., and Oklahoma City.

Take Seven County Field

Robert W. Carney and Ray Neary of the Tri-County agency at Benton Harbor, Mich., have been named general agents of Central Standard Life for seven counties in Michigan. The agency will operate through some 70 agents in those counties.

Frost to American Home

Jack Frost, who has been manager at Austin of American Hospital & Life, has been appointed Texas manager for American Home Life of Topeka, effective April 1.

Appoint Detjen Supervisor

Harry M. Detjen has been appointed supervisor in the Camps agency of John Hancock at New York. He has served as an agent of Phoenix Mutual at Hartford and as an agent, an estate control representative, and supervisor for Aetna Life at New York. He has done considerable work in pension trusts, estate planning and business insurance. He is a veteran.

Advance Price, Pfeiffer

Marvin H. Price, assistant manager Metropolitan Life at Portland, Ore., has been named to the company's Pacific Coast division of field training. He will train agents in advanced underwriting methods. He started in the business with Metropolitan at Portland and was named assistant manager three years ago.

Succeeding Mr. Price will be William J. Pfeiffer, who has been at the Portland office for 10 years. Both are veterans of the last war.

Union Central Life has named Victor C. Aylett district manager at Chattanooga, and Tab Sterchi, district manager at Knoxville. Mr. Aylett was formerly with Prudential at Montreal, and Mr. Sterchi was in the sporting goods business at Knoxville.

Manhattan Life has promoted Charles Rush, brokerage manager of the Fika agency at San Francisco, to assistant general agent. The agency has moved to new and larger offices at 41 Sutter street.

Secu has a underw utive; Parish and Thom The also: Willia watscl group ner C assista v i c dent; Kent actu H. M actu service Mr. of the ecutive

G. C. Home man o tion co Under Sinc ant co A. & a mem ageme merly

Natio Jack agencie regiona Monroo busines at Kan assistant went v rector.

After western dexter, and edi He has and gen past 25 A gr Northw sas City dexter, general Poindex ance in started has ma insuranc amount With Poindex Clarenc father i 1927 U office as Clarenc

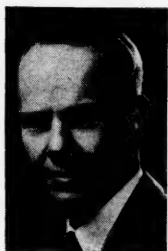
AMONG COMPANY MEN

Three Move Up in Security Mutual

Security Mutual Life of Binghamton has appointed William H. Harrison underwriting executive; Richard H. Parish comptroller, and Graham C. Thompson actuary.

The company has also appointed William J. Hlawatsch director of group sales; Sumner C. Hvassman assistant to the vice-president; Morton J. Kent assistant actuary; George H. Miller group actuary, and Helge W. Spange, field service manager.

Mr. Harrison was formerly secretary of the underwriting division. He is executive vice-president of Institute of



W. H. Harrison

W. Spange, field service manager.



G. C. Thompson



Richard Parish

Home Office Underwriters, and chairman of the joint education and examination committee with Home Office Life Underwriters Assn.

Since 1946, Mr. Parish has been assistant comptroller. He is a member of the A. & H. committee of L.O.A.M.A., and a member of the National Office Management Assn. Mr. Thompson was formerly associate actuary.

National Equity Appoints Cottrell Superintendent

National Equity Life has appointed Jack L. Cottrell superintendent of agencies. Mr. Cottrell has been associate regional manager for Franklin Life at Monroe, La., since 1948. He entered the business with Central Mutual Casualty at Kansas City in 1929, and became assistant secretary of the claims department in 1940. The following year, he went with Franklin Life as claims director.

U. H. Poindexter Is Retiring: With N. W. Mutual 41 Years

After more than 41 years with Northwestern Mutual Life, Urban H. Poindexter, assistant director of agencies and editor of "Field Notes," is retiring. He has served as an agent, district agent and general agent in Kansas, and for the past 25 years as a company officer.

A graduate of Princeton, he joined Northwestern Mutual in 1911 in Kansas City under his father, E. W. Poindexter, who was the company's first general agent in Kansas. The senior Poindexter, who began selling insurance in Kansas for the company in 1885, started a veritable dynasty. The family has made a remarkable record in life insurance, both in number of years and amount of insurance sold.

With the retirement of the senior Poindexter after 48 years, Urban and Clarence Poindexter succeeded their father in 1923 as general agents. In 1927 Urban was called to the home office as assistant director of agencies. Clarence was sole general agent at Kan-

sas City until 1932 and then at St. Louis until he retired after 49 years at the end of 1950. Still carrying on the family tradition will be Clarence's son, Richard, a million dollar producer at St. Louis agency, and his son-in-law, Ralph W. Emerson, general agent at Kalamazoo. Port W. Poindexter, a son of Urban, is with the Craig agency at Milwaukee.

Urban Poindexter was one of the pioneers in developing program procedures and has played an important part in formulating agency department policy.

Great Southern Promotes Six in the Home Office

Great Southern Life has advanced F. Jack Greenwood, director, to assistant vice-president and Eugene Wisdom to actuary. Hugh G. Avant, assistant secretary, has received the additional title of personnel director. Pat G. Combs, assistant actuary, was made research director. C. L. Greenwood has named assistant secretary. Fred G. Cassel, Jr., was named assistant secretary and manager of the policy department.

Jack Greenwood has been with the company since 1935 with the exception of four years in the military service. Mr. Wisdom has been associate actuary. Mr. Avant has been with the company for 20 years, and Mr. Combs for 18 years with the exception of military service. Carmon Greenwood has been with the company for 16 years and Mr. Cassel has been with the company for 12 years except for four years in military service. G. H. McDaniels, manager of the investment department, was named vice-president and treasurer and to the board of directors. He has been with the company for 31 years. Also elected to the board was William Sexton, agency secretary, and S. S. McClendon, Jr., who is with the law firm of Vinson, Elkins & Weems, general counsel for the company.

Paul Revere Appoints Barr Associate Agency Secretary

Paul Revere Life has named G. Stanley Hammond as brokerage manager at Philadelphia, to succeed William Barr, Jr., who becomes associate agency secretary.

Mr. Barr has been with the company as brokerage manager at Cleveland and Philadelphia since 1950. He was formerly brokerage manager at Philadelphia for Massachusetts Indemnity. He entered the business as a claims adjuster with Aetna Casualty.

Mr. Hammond has been supervisor for Massachusetts Mutual Life at Philadelphia. He entered the business in 1948 with Sun Life of Canada.

InsurOmedic Ups Loveless

InsurOmedic Life has appointed Lowry Loveless vice-president and director of claims, and named James E. Wallace to the board. The company has declared a dividend for share holders of record of March 31.

Wiltshire Vice-President

Home Beneficial Life has promoted Richard W. Wiltshire, assistant vice-president and assistant supervisor of agencies, to vice-president. Mr. Wiltshire is a graduate of the University of Virginia.

Charlotte Cook Retires

Charlotte Cook of the actuarial department of Pacific Mutual Life is retiring after 39 years with the company. Before going with Pacific Mutual she was with State Mutual Life.

Great National Life has appointed Charles E. Gaines, vice-president and agency director, to the board.

Frills Are Omitted for N.A.I.C. Chicago Rally

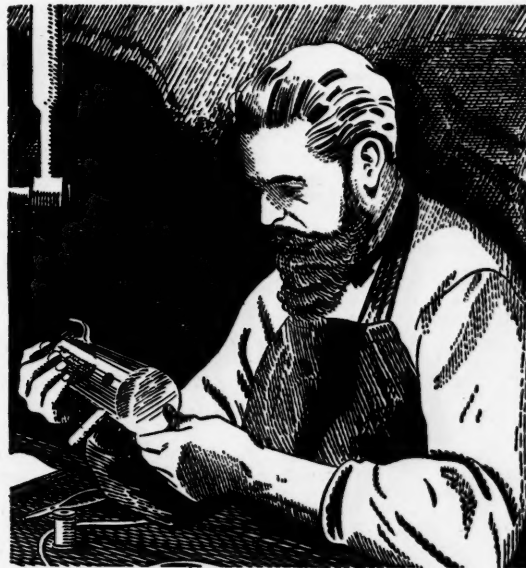
As general chairman of the insurance industry committee of National Assn. of Insurance Commissioners, Roy Tuchbreiter, president of Continental Casualty and Assurance companies, announces all preliminary arrangements for the annual meeting of N.A.I.C. at the Conrad Hilton Hotel, June 22-25, are made.

Insurance Director Day of Illinois is honorary chairman and host commissioner. Neil C. Russell, manager of Chicago Motor Club Inter-Insurance Exchange, acts as co-chairman of the

industry committee, and Chase M. Smith, general counsel of Lumbermen Mutual Casualty, is treasurer.

The commissioners wanted the convention modeled after the recent New York meeting and the industry committee is merely arranging facilities for business meetings and planning no activities other than a luncheon as part of the program. A tea and styleshow is planned for wives.

Under the circumstances; representatives who will attend the meetings are asked to arrange their own reservations. Early registration is urged, inasmuch as the meeting coincides with the second week of the furniture convention and accommodations will be limited.



His Discovery Helped Make Diagnosis Sure

In 1895, Wilhelm K. Roentgen discovered the Roentgen Ray—popularly known as the X-ray. This discovery might have remained in the field of pure physics. But the physician, continually searching for means to improve his skill, applied its revealing eye to human health. The result has given millions a happier, healthier life.

Our hats are off to your physician and his associates who give unselfishly of their time so that we might enjoy a longer, more healthful life.

Your Mutual Benefit Life representative, too, gives unselfishly of his time so that others may benefit. Long after people have "closed shop" for the day, you will find him at

the home of a client...solving a knotty problem in security.

He is helped, in part, by the tools at his command. His Anagraph, for example, helps him detect future financial trouble spots and then recommend the right plan.

SPECIAL PLAN FOR DOCTORS

The Mutual Benefit Life man specializes in the right plan and his plan for doctors takes into account their particular problems.

It's no wonder this man is a respected member of his community—with professional status. He likes the work he's doing and can do a sound job with the tools he has.

THE
MUTUAL BENEFIT LIFE
INSURANCE COMPANY

ORGANIZED IN 1948 • 300 BROADWAY, NEWARK, NEW JERSEY

Companies' View on Sec. 213 Deadlock

(CONTINUED FROM PAGE 2)

could be paid to the general agent. I suggested to the companies that some consideration be given to placing limits on that compensation. If you will look at the present proposal as it is now before you, you will see that they have come up with a formula which would fix the maximum compensation at 34.6%."

"You are talking of the first year's premium?" he was asked.

"Yes," he answered. "That is an extremely high limit. How, you will ask, did they arrive at 34.6%? Well, they arrived at it because of the way companies are now operating. Some companies pay compensation to the general agent plus part of the general agent's expenses. Some companies pay compensation to the general agent plus all of his expenses. Some companies pay compensation and the general agent has to stand the expenses out of the over-all. The 34.6% is geared to the operation under which the general agent has to pay all of his expenses."

"Pretty Wide Area"

A little later Mr. Bohlenger came back to the 34.6% limit, saying that "as to those companies that pay expenses in addition to compensation, you can readily see that that will give them a pretty wide area for increasing the compensation, if they want to continue to pay the expenses in addition."

He said this was under the McLain proposal "just as in section 213" and that "as a practical proposition, it seems like a very high percentage and yet I don't know any other way to get around it, the way the McLain proposal was drawn. It is my opinion that the McLain proposal as it is now before you places additional burdens upon the superintendent of insurance which he doesn't now have. It calls for a greater degree of policing than does section 213—and the Lord knows that section 213 requires enough."

Puzzled at Objections

Company executives who were asked their views said that they were puzzled at the superintendent's objections to the separation principle. They took issue with Mr. Bohlenger's statement that it would be necessary for an agent, in determining how much a company could pay him, to take into account the department's validation of the contract, as stated by Mr. Bohlenger. They said the agent might have to get an actuary to determine whether his contract was the mathematical equivalent of the

limits set forth in the law but that this was a relatively simple computation and one not involving in any way the validation procedure.

This point was never raised in any of the discussions with the department and consequently Mr. Bohlenger's testimony came as a complete surprise.

BASED ON STUDY

As for Mr. Bohlenger's objection to the 34.6% general agent's limit as being too high and his statement that it was geared to the contracts of companies paying all compensation plus expenses out of the 34.6%, a company executive who has been following the revisions pointed out that the 34.6% figure was arrived at by negotiation with the insurance department staff and was based on a department study of general agent's compensation which showed that there were a number of companies operating in this range, only one of which paid no expenses above the percentage.

As for Mr. Bohlenger's statement that the general agency compensation limit places additional burdens on the insurance superintendent, the rebuttal is that the actual additional burden has been shown to be negligible or non-existent and that if Mr. Bohlenger had in mind the validation of contracts, this has to be done even now where a pension plan is involved, as is true in about 90% of the situations.

Escalator Clause

At another point in his testimony Mr. Bohlenger mentioned the escalator clause in the McLain proposal saying that "in the way it is now drawn, you are going to have a situation where probably this year companies will be coming in and asking for a waiver because they have exceeded the agency expense limit. In justice to the companies, I think I should tell you gentlemen that one of the reasons why it'll probably be trimmed this year is because of my insistence that they reduce the agency expense limit as they had it in the original McLain proposal and my insistence upon reducing that limit as well as other limits is my strong feeling that unless there are other restraints it may well open the door to increased costs, which I don't think are beneficial to the policyholders."

However, a company executive pointed out that the record of the companies over the years has shown no

disposition to raise costs just because they had the margin and that even if some company should feel like stepping out and spending a lot of money it would not be helped by the escalator clause because the latter is geared to increased expenses of all companies. The companies felt that the escalator clause should be in the law so that companies squeezed by inflation would not have to keep running to the legislature for emergency relief legislation. But in addition to having to keep their expenses in line with those of other companies, there is the additional safeguard that the increased expense limits can be had only with the consent of the insurance department.

No Previous Objections

Here again, the companies felt themselves the victims of surprise because they ran into no objection to the escalator clause in their negotiations with the department technicians.

The companies have not objected to inclusion of a penalty provision and a uniform allocation of expense provision but felt that Mr. Bohlenger's proposals were too broad.

One development that stymied discussion of the department's penalty proposal was that the companies' law and legislation committee objected to a similar bill, sponsored by the department, though applying only to violations in connection with the filings of forms and rates. The McLain committee felt it should go along with the law and legislation committee and not agree to anything for section 213 that would be inconsistent with the companies' views of what a penalty provision should provide.

POWER TO FINE

Superintendent Bohlenger contends that there should be no objection to giving him the power to fine a company for willful violations, that there is adequate provision for appeal from the superintendent's ruling and that such a provision has been in effect in the fire and casualty business for some years. However, the companies' lawyers felt very definitely that there was not adequate provision for court review of the facts sustaining a penalty and that consequently the companies should oppose it.

As for the uniform allocation and reporting of income and expenses, the McLain committee took the position that it was entirely willing to include a uniform accounting provision in the area covered by section 213, but since the department was insisting on uniform allocation throughout a company's operations the committee would be going beyond its powers if it agreed to include what the department was seeking in its revision of 213.

Would Prefer Separate Law

The companies, of course, would have preferred to omit the penalty provision and uniform allocation provision from the section 213 revision, since their scope is broader than expense limitation, but Mr. Bohlenger was very desirous of getting these provisions in with the 213 revision and made it clear that if the changes he wanted in the bill were not included there would be no bill.

The view of the companies' lawyers is that the appellate court will not review the question of whether a violation was willful or not and will not upset a penalty unless it can be shown that the superintendent acted in a capricious and arbitrary way.

Against "de Novo" Provision

In his testimony Feb. 14 Mr. Bohlenger said he told members of the McLain committee that under no circumstances did he feel that he could go along with a "de novo" provision that would permit a company to obtain, in effect, a new trial after the superintendent had ruled against it. He said

in his testimony that if a penalty clause is to be at all effective, particularly with respect to willful violations, and if there is to be an effective administrative procedure, "the superintendent should have the power to impose the penalty and to collect it."

In this connection, the companies point out that it would be the superintendent who would determine whether a violation were "willful" or not.

One of the points often mentioned in trying to analyze why, in spite of the long months of deliberation, the department and the companies reached no accord, is that the companies' committee didn't bring the department representatives into their deliberations right at the start but waited until a very detailed tentative draft had been worked out. In the 1929 revisions of section 213, the department's actuary, Grady Hipp, sat in with the companies' actuaries right from the beginning. However, the point is made that the 1929 revisions were a department project, whereas the recent attempts at revision were at the request of the companies.

Variation in Views

Some company people feel that the better procedure was to do as was done, namely getting the companies agreed on a program, which required plenty of negotiation in itself, before bringing the department into the picture at all. They say there would have been little point in getting the department people into a huddle on proposals that were

WANT ADS

Rates \$13 per inch per insertion—1 inch minimum. Limit—40 words per inch. Deadline Tuesday morning in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER
Life Insurance Edition

AGENCY DIRECTOR— GENERAL MANAGER— AGE 43—AVAILABLE

for Calif. Pac. N. West & S. West for a Company writing Life, A&H, Hosp. & Medical Reimbursement desirous of having a large volume operation on a Company level. Thorough knowledge of Company & Agency administration, policies, practices, procurement of all types of leads in quantity, setting up of offices with ability to staff with plenty of manpower and Managers. Successful volume operation in past four years for two Companies. Recently resigned and established Los Angeles office as General Agent for various Companies but desirous of increasing scope of operations and working on a Company level. Firm believer in package selling, thorough training of agents for successful selling and conservation of business.

Only interested in large operation and compensation in proportion with scope and responsibility of operation.

Address—K-73, The National Underwriter
175 W. Jackson Blvd., Chicago 4, Illinois

A Capable Man

preferably with some Home Office administrative experience in Group Accident and Sickness Insurance with knowledge of Underwriting and Claim procedure for . . . Special Risk Division . . . Accident and Health Department of a large Insurance Agency in Harrisburg, Penn., capable of assuming complete charge. In applying give outline of experience and salary expected. All applications will be treated in strict confidence. Address K-70, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

ACTUARY WANTED

Immediate opportunity to head up eastern branch office of established consulting firm. Clientele, largely fraternal, already established with excellent opportunity for expansion. Membership in society not required. Will consider accountant with working knowledge of actuarial principles. Address K-74, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

SALES PROMOTION

MAN WANTED

A highly attractive position as sales promotion manager for a billion dollar life company is available for some man now employed by a life company who has justifiable reasons for seeking a new but permanent connection. Applicant should be less than 40 years old and have working technical knowledge of sales promotion work.

A creative mind and the definite ability to write equally important to administrative capacity. Complete cooperation will be given man chosen by present employees of department. A real future for the right man.

When writing give full information on personal background and technical experience. State salary required. Replies will be held as confidential.

Write Box K-30, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

doomed for rejection anyway because the companies themselves, after mature deliberation, decided they didn't want them.

However, there is now quite a bit of feeling in company ranks that probably it would have been a good idea to get the department people in on the conferences considerably earlier

than was done, although of course this is a hindsight opinion. Undoubtedly it appeared that at the time the department's views were asked there would be ample time before the convening of the 1952 legislature in which to compose company-department differences if such reconciliation seemed to be in the cards.

Bohlinger Cites Lack of Consultation

(CONTINUED FROM PAGE 2)

violation of law is by no means an innovation," he said. It exists in other governmental agencies. There is such a provision in the all-industry rating law, which has been adopted in several states.

Mr. Bohlinger feels equally strongly about the inclusion of a provision for uniform allocation and reporting of income and expenses. Without it, he feels, there is too much latitude for companies to allocate income and expenses in such a way as to reflect business exigencies rather than sound and equitable accounting practices. For example, if a company were losing money on its A. & H. business, and had plenty of expense margin on its life business, it might charge against the life business certain expenses that should actually be charged against A. & H. This would, of course, adversely affect the dividends of the life policyholders.

Conflict of Authority

Mr. Bohlinger recognizes that the argument could be made that a company might find itself in an intolerable position if New York were to insist on one kind of uniform allocation and some other state were to prescribe another type. He said, however, that the New York department would work with and through the National Assn. of Insurance Commissioners, as it did in connection with the adoption of uniform allocation in the fire and casualty field.

In connection with the lack of early liaison between the department and the companies in formulating section 213 revision proposals, Mr. Bohlinger made the point that in the 1929 revisions the department's actuary, Grady Hipp, sat in with the company committee right from the start. In this way the companies were in a position to learn immediately of the department's attitude on any point under discussion. They had an early warning of the areas in which differences between department and company viewpoints might occur.

Early consultation between the companies and the department was even more desirable in the current revision efforts than in 1929, said Mr. Bohlinger, because the McLain committee was

attempting a new approach that would not merely modify present section 213 but would substitute an entire new article for it.

Mr. Bohlinger said that following the 1951 legislative session, and after he and department technicians had studied the companies' draft, he talked with the McLain committee and explained his objections. He said the companies devoted a great deal of time during the summer of 1951 to making revisions but he said that the companies were not receptive to suggestions of the department which involved major objections. When these major changes had not been made at the time of the hearings last November, he told the committee that if the changes he wanted in the bill were not included there would be no bill.

Mr. Bohlinger also feels that the companies dismissed the amendment approach to revising section 213 without adequate study. Bohlinger had asked President M. A. Linton of Provident Mutual and Vice-president Gordon D. McKinney of Security Mutual of Birmingham, N. Y., to explore the possibility of revising the section 213 by amendments rather than substituting a complete new article for the section, as the McLain committee proposed. Mr. Bohlinger concedes that there were flaws in the Linton-McKinney draft bill but he feels that the McLain committee did not sufficiently explore the possibilities of remedying these flaws rather than dismissing the amendment approach as impracticable.

However, with the start that has been made toward a thoroughgoing revision of section 213, Mr. Bohlinger feels confident that a bill that the companies and agents can live under and that will be acceptable to the New York department will be ready for legislative consideration at the 1953 session.

Old Line Names Cheetham

Old Line Life has named McClain Cheetham assistant actuary. Mr. Cheetham was formerly in the actuarial and policyholder service departments of Bankers Life of Iowa. He is a graduate of the University of Iowa.

Financial Security Above SS Base in Life Insurance

The importance of life insurance to build financial security beyond the platform of social security benefits was discussed by W. B. Minehan, secretary of Northwestern Mutual, at the women's finance forum sponsored by Waukesha State Bank, Waukesha, Wis. He stressed the "fabulousness" of social security and its limitations. Life insurance, he added, can build additional financial security from the platform of social security income for those who wish to provide more for themselves and their families.

Mr. Minehan called premiums deposits anti-inflationary savings, which do not bid up prices, and told of the vast number of projects in which premium dollars are working for the national economy.

He pointed out the flexibility of life insurance and that it is tax-sheltered property, both during the accumulation period and on the pure benefit at death, which is the difference between the cash value and death benefit.

Laikin to Give Lectures

George J. Laikin, Milwaukee and Chicago tax and estate attorney and counsel

for the Milwaukee and Wisconsin Life Underwriters Assns., will give four lectures at Marquette University law school building next month. The series, entitled "Selling Through Knowledge—an Introduction to Advanced Life Underwriting," will be on four successive Saturday afternoons, starting April 8. The seminar is designed for the newer men in the business and for those who want an introduction to advanced life underwriting.

Jumbo Ranch Mortgage

Connecticut Mutual Life has just closed a first mortgage of \$6,700,000, secured by the 800,000 acre Matador ranch in Texas. The mortgage carries an interest rate of 4½% and will run for 20 years. The huge ranch was recently sold by a Scottish firm to a group of American investors for more than \$20 million. When final negotiations for the loan took place, a group of lawyers waited in Amarillo, Tex., for a cable from London saying that actual title had been transferred there. When the word arrived early in the morning, the men jumped in cars and rushed off to record the title in seven different county court houses, a step necessitated by the immense area the ranch covers.

INSURANCE WITH
IMAGINATION

To meet every juvenile sales need, our complete kit of endowment and limited payment life policies includes two series of plans. One provides level death benefits (except at age 0) and the second provides return premium benefits. Waiver of premium can be issued on all forms for both death and disability of adult applicant. But most important are the added *plus values* you get with Union Mutual Juvenile Plans... for example...

PLUS On most of our juvenile policies, the waiver of premium benefit waives all premiums falling due after death or disability of the adult applicant.

Union Mutual issues juvenile plans up to \$150,000 face amount where state laws permit.

Also, our juvenile plans can be written non-medically up to \$10,000 face amount.

And last but by no means least, Union Mutual has a sales-provoking new Juvenile Estate Plan providing \$1,000 of insurance to age 21 and \$5,000 thereafter for each unit. The premiums remain level throughout the life of the policy and cease at age 65.

Today it's imagination **PLUS** that makes the difference!

UNION MUTUAL

LIFE INSURANCE COMPANY * Home Office
Portland, Maine * Rolland E. Irish, President



renewing...

is easier with Pacific Mutual's complete personal protection plans. One reason—ACCIDENT & SICKNESS DISABILITY INCOME is an asset no policy owner cares to forego.

Pacific Mutual

LIFE INSURANCE COMPANY
HOME OFFICE—LOS ANGELES, CALIF.
Doing business only through General Agencies
located in 40 states and the District of Columbia



N.A.L.U. Committee Reports Summarized

(CONTINUED FROM PAGE 4)

committee on state law and legislation, the committee has written the law and legislation committee chairman in each state asking for his thoughts on the subject, and if he thought it wise to talk the matter over with his insurance commissioner. The committee has already received a most gratifying response and expects to propose a plan for adoption at the midyear meeting.

The committee stated that following the publication of a guide for the conduct of pension conferences, many local associations have asked for it and are using it in the conduct of such conferences under their own sponsorship.

FIELD PRACTICES

The report of the committee on field practices is of an interim nature and deals more with principles than particular problems. The committee invites correspondence from members on subjects or particular problems within the scope of the committee's responsibility. The committee is headed by Stanley C. Collins, Metropolitan Life, Buffalo.

EDUCATION

The committee on education and training, W. D. Davidson, Equitable Society, Chicago, chairman, dealt with the increased enrollment in the L.U.T.C. courses, the institutes of insurance marketing at Purdue University and Southern Methodist, and the work of the advisory council on life underwriter education and training.

The committee stated that it was pleased to report that continual progress is being made in encouraging education for agents and that in conjunction with C.L.U. activity a more complete report will be made at the N.A.L.U. meeting in the fall. The number of candidates studying for the C.L.U. designation exceeds that of 1951 and there is every reason to hope that an even greater number of designations will be given out at the time of the annual meeting than last September.

SPEAKERS

The committee on speakers' bureau, headed by Lloyd H. Feder, Reliance Life, Cleveland, reported a gratifying response to the appeal for new names for the speakers' roster. More than 100

new speakers have been recommended and inquiries are going out to them to get permission to add them to the roster. A surprisingly large number of speakers gave N.A.L.U. their traveling itineraries and local associations are being notified where these men are traveling so the local groups can take advantage of the situation and plan their meetings accordingly. This is particularly helpful for associations in out-of-the-way localities.

The committee endorses the recommendation of the bylaws committee that the speakers' bureau committee be consolidated with that of the committee on associations.

TRUST OFFICERS

The committee on relations with trust officers, headed by Roland D. Hinkle, Equitable Society, Chicago, reported that almost all life insurance and trust councils invite selected attorneys, CPAs and actuaries to become members and that the committee believes that this trend toward a broader membership is a healthy sign and it will do much to lead to greatly desired mutual understanding and good will among the members of all professions interested in the estate planning field.

The report notes that this broadened membership has resulted in a marked tendency among these groups toward adoption of the name "estate planning council" rather than the traditional name "life insurance and trust council". Court decisions and the provisions of the revenue act of 1951 have provided timely subjects for meetings throughout the country.

OTHER ORGANIZATIONS

The committee on relations with other organizations, of which Verne C. Gilbert, Equitable of Iowa, Portland, Ore., is chairman, described progress in sponsoring joint meetings in local communities in cooperation with professional groups and stated that "this type of meeting became very popular last year and the interest is certainly growing."

Since the September convention, the committee has made considerable progress in developing a closer relationship with the American Institute of Accountants, which has many problems paralleling those under consideration by N.A.L.U. As a result of this contact with the accountants the committee is

endeavoring to make arrangements for the interchange of life insurance agent and accountant speakers before state seminars and congresses.

PUBLIC INFORMATION

The committee on public information, headed by Robert L. Walker, Peninsular Life, Orlando, stated that the cooperation and interest of local associations in working with their local school authorities has greatly increased during the last three months and that the Institute of Life Insurance reports that largely as a result of this interest among local associations more than 20,000 orders were received from the schools last year for life insurance material. This summer the committee plans to cooperate with the institute in providing a portfolio of material to assist local associations in this work and establish a pattern for contacting and working with schools with the object of encouraging the increased study of life insurance in the schools.

There has been marked interest on the part of local associations in encouraging school authorities to use various life insurance films available in high school classes and assemblies. Some films are available at no cost, others may be purchased for a nominal amount. Details may be obtained from national headquarters. A brochure is available describing all the films and information on how they may be obtained.

One of the most popular projects developed and sponsored by the committee is the life insurance window display. This year N.A.L.U. is planning to provide two new displays built around the "March Through Life" theme and the institute has offered to make available two new displays that may be sponsored by local associations in bank, hotel and office building lobbies. In addition to the large window and lobby displays, N.A.L.U. has available a smaller display built around the "March Through Life" charts which is particularly adaptable to smaller windows.

In view of the increasing demand for suggestions for advertising copy and layouts for use in local newspapers, the committee will endeavor to revamp the kit of advertising suggestions that was developed two years ago and offer a new kit to local associations.

ATTORNEYS

The committee on relations with attorneys, headed by M. W. Peterson, Lincoln National, Raleigh, N. C., expresses doubts as to the desirability or practicability of promoting better relations with attorneys through the formation of small, local conference groups of lawyers and agents throughout the country. Such groups tend to be regarded primarily not as media for the education of the members of each profession but as grievance committees to resort to only when members of one group have complaints against members of the other. Since there are relatively few such complaints, the committee fears that the inevitable tendency of these small, restricted local groups would be to stagnate and "die on the vine." The committee feels a much better way of promoting the desired relations is through life insurance and trust councils and estate planning councils. The report mentions the recently organized conference of lawyers and life insurance companies and adds: "We certainly feel that N.A.L.U. should be glad to offer its wholehearted cooperation to this newly established conference. At the same time it is our recommendation that every reasonable effort be made by N.A.L.U. toward the establishment and maintenance of a close liaison between the new conference and the National Conference of Lawyers and Life Underwriters to insure that the two groups will not unwittingly be working at cross-purposes."

tion to this newly established conference. At the same time it is our recommendation that every reasonable effort be made by N.A.L.U. toward the establishment and maintenance of a close liaison between the new conference and the National Conference of Lawyers and Life Underwriters to insure that the two groups will not unwittingly be working at cross-purposes."

PUBLICATIONS

The report of the committee on publications, of which Mrs. Eunice C. Bush, Mutual Life, Baton Rouge, is chairman, reflected the highly satisfactory situation of Life Association News, official N.A.L.U. publication. Problems involved in the late delivery of the News in recent months have been cleared up. Much improvement has already been effected and a new schedule of production has been worked out that will relieve the situation in the future.

The report mentioned the recent appointment of James Partridge as editor of Life Association News and paid high tribute to the former editor, W. E. Jones, N.A.L.U. director of public relations, whose duties have been broadened to enable him to carry out plans for an even more extensive public relations program, while still remaining responsible for the business management of the News.

CONSERVATION

The committee on conservation, headed by Elmer C. Moore, New York Life, Wichita, reported that the efforts of N.A.L.U. and L.I.A.M.A. to interest industrial and combination agents in applying for the national quality award have produced an appreciable increase in the number of such representatives qualifying, although only 23.7% of qualifiers for the 1951 award were in that category.

The work of the special subcommittee assigned to this project is producing good results. Several companies, for instance, have converted their persistency records to a basis whereby they will be able to determine which of their agents are eligible for the award. The committee and L.I.A.M.A. feel this will build much stronger appreciation on the part of combination companies of the importance of servicing their persistency.

As part of its report the committee

Good Service to Small Buyer Builds Public Relations

(CONTINUED FROM PAGE 3)

in the areas of selection and training, it is a question if enough is being done in the area of field supervision. Someone in the near future will do some real research in this area and this will be the key to more successful management, lower turnover and better public service.

"In the realm of public relations, whether institutional, company or agency, each person builds public relations by what he is and what the public thinks he is, and all together they make up the public relations of the business. This puts public relations high on the agenda of any agency operation. And everyone in the business must remember that tomorrow's acceptance depends on what each does today."

THE GREATEST FORWARD STEP IN COMPENSATING AGENTS

The Automatic Increasing Remunerator Contract, purely incentive, gives the Agent

IMMEDIATELY

- Basic Raise, commission rate at 20% more than customary commission contracts.

PLUS

- Automatic additional increases of 8% — 16% — 24% in First Year Commission rate — payable automatically first of each month.

TOGETHER WITH

- Persistency Bonus, payable every three months
- Lifetime Renewals, a permanently increasing income
- Free Vacation, all expenses paid, each year
- Incentive Contests, liberal awards for all producers
- Production Clubs, paying substantial cash bonuses

Agents can easily DOUBLE their income for good production.

With the A.I.R. Commission Contract—Outstanding Policies, we challenge comparison. This unusual contract available in Michigan—Illinois—and Missouri—Write today for full details—Charles H. Davis, Supt. of Agencies.

Bankers Mutual Life Insurance Company

G. C. French,
President

HOME OFFICE FREEPORT, ILLINOIS

An Old Line Mutual Legal Reserve Life Insurance Company

Bringing More Commissions to Life Producers

PROTECTED HOME CIRCLE

SHARON, PA.

FOUNDED IN 1886

A Legal Reserve Fraternal Insurance Society

JOSEPH SPENCER, President

L. D. LININGER, Secretary

SHARON, PA.

issued a reminder that in accordance with a decision of the N.A.L.U. board of trustees and national council last September, all applicants for the 1953 national quality award must have been members in good standing in their local association and reported at N.A.L.U. headquarters not later than June 30, 1952.

The report mentions the need for closer cooperation on the part of home offices and agency heads in reducing the lapsation of applicants. It has been suggested that persistency incentives in training sales promotion awards and the like might improve the situation.

A. & H. COMMITTEE

The A. & H. committee, headed by Walter G. Gastil, Connecticut General, Los Angeles, believes that N.A.L.U. would fail in its mission if it interested itself in attempting to improve conditions only for such members of the A. & H. underwriting fraternity as happened also to members of N.A.L.U. The committee has under consideration many suggestions as to the part N.A.L.U. might play to the advantage of the entire business.

These include proposals that N.A.L.U. establish an A. & H. code of ethics for its members and give it wide circulation; that N.A.L.U. either adopt and/or develop and then promote an adequate educational training course for A. & H. agents; that N.A.L.U.'s A. & H. committee work with those associations representing the companies and seek a better and more uniform product at a fair price; that it establish minimum standards of selection and training for A. & H. salesmen and urge their adoption by the industry and work with the International Claim Assn. to develop a greater interest and improved public relations through better handling of claims; that N.A.L.U. appoint a special legislative committee to look out for the public's interest in the legislative area and incorporate A. & H. sales stimulation as part of its meetings and programs.

The A. & H. committee believes that it should maintain close and continuous contact with a similar committee of the International Assn. of A. & H. Underwriters and offer its cooperation.

MEMBERSHIP

Chairman Harry J. Syphus (Beneficial Life, Salt Lake City) of the membership committee reported that on Dec. 31 the association reached a new peak of 54,457 members. Much effort of the committee has been concentrated on adding new members before the year-end and great emphasis has been put on renewal memberships through the "pay dues in December" campaign. "Obviously a long step forward toward membership growth will have been taken when the percentage of early renewal memberships has been steadily increased and terminations decreased," the report states.

SOCIAL SECURITY

The committee on social security, of which Winston Emerick, New England

Mutual, Johnstown, Pa., is chairman, reported on the several phases of social security and kindred developments.

President Truman's proposal to increase the average primary social security benefits rates: N.A.L.U. should reaffirm its opposition to any substantial increase in the existing scale of OASI benefits, any increase in the existing \$3,600 wage base, any total and permanent disability insurance under the OASI system; and approval of social security coverage for all gainfully employed persons where it would not involve substantial duplication of benefits under existing systems.

Social security coverage for lawyers on a voluntary basis: No reason why N.A.L.U. should oppose this bill in view of N.A.L.U.'s general policy of favoring social security coverage for all gainfully employed persons.

Lehman-Roosevelt Proposal

Senator Lehman's proposal for further OASI extension to cover about 11 million additional people and another increase in benefits: Committee recommendations with respect to Mr. Truman's proposals would apply equally to the Lehman-Roosevelt proposals, even though there is little reason to believe that the proposal will leave the hopper this session.

Compulsory health insurance: National compulsory health insurance is extremely unlikely to be a live issue in this election year. The plan of Federal Security Administrator Ewing to give free hospitalization to all persons eligible to receive OASI benefits, paid for out of the OASI trust fund, apparently will continue to find a cool reception even from administration stalwarts in Congress.

Over-all social security study: It appears that the interest of the senators who sponsored this has diminished considerably, although it is still possible that such a study may be undertaken this year.

Unemployment Insurance

Unemployment insurance: "We again recommend that unless substantial evidence is produced to demonstrate that commission life agents would benefit from coverage under this act, N.A.L.U. oppose H.R. 3392 and any similar bills that may hereafter be introduced in Congress."

International labor organization proposal for "welfare state" social security coverage: N.A.L.U. should be prepared to do everything within its power to prevent ratification of this treaty.

Life insurance agents under social security: No important new developments since the committee's 1951 annual report other than those discussed by N.A.L.U. counsel in the November issue of Life Association News.

Dismiss IAWOC Petition

National labor relations board dismissed petition in the case of Citizens L. & C. of California and IAWOC-CIO.

The company had contended the board should not assert jurisdiction. The board said while the company's "operations are not unrelated to commerce, the record does not disclose that the interstate aspects of these operations are of sufficient magnitude to justify the assertion of jurisdiction."

The board found the company licensed only in California and cannot sell to individuals outside that state; total insurance in force approximately \$2,000,000.

Dinner Welcomes Laughlin

Loren H. Laughlin, new Nebraska director, was officially welcomed by the insurance industry at a dinner of insurance Institute of Nebraska last week. W. L. Packard, Security Mutual Life of Nebraska, institute president, presided over the gathering of more than 100 persons.

There were eight from the department in attendance. Mr. Laughlin gave a talk on "The Duties of the Insurance

Department," and four members of the staff described their department activities.

Underwriters Institute Discusses Fall Meeting

William H. Harrison of Security Mutual Life, vice-president of the Institute of Home Office Underwriters, presided at a meeting of the the directors at Nashville at which plans were discussed for the annual meeting at Cincinnati, Sept. 25-27.

Committee chairmen appointed for the fall meeting include underwriting forms, Raymond A. Burke, North American Reassurance, and reading reference, Joseph C. Kosid, Mutual Service Life.

Joint C.L.U.-C.P.C.U. Affair

Members of New Jersey C.P.C.U. chapter attended the meeting of Newark C.L.U. chapter to hear Ardell T. Everett, 2nd vice-president of Prudential in charge of sickness and accident, discuss that business. This is said to be the first joint meeting of C.L.U.-C.P.C.U. chapters anywhere.

Edward L. Schnee of Hoisington, Kan., has been named assistant manager of the Kansas agency of Mutual Life at Wichita.

Metropolitan Life has appointed Armand Silvestri assistant manager for the Tampa district.

J. W. Carr, an industrial life man for 20 years with Prudential and Metropolitan, has purchased the Harry L. Thomas agency at Moberly, Mo.

Wisconsin Congress Chooses Rentner

The following were elected officers of Wisconsin Fraternal Congress at its state convention in Milwaukee: Otto Rentner, president; J. Allen Porterfield, vice-president; Pearl Bohm, secretary-treasurer. New directors are Gladys Podkorski, Charles Taticek, John Pekrul, and Evelyn Lourt. Elmer Anderson was assigned as delegate to the National Fraternal Congress.

An amendment to the by-laws was passed extending membership in the group to any fraternal society holding membership in N.F.C. or licensed to do business in Wisconsin. It was moved that this amendment be turned over to the legislative committee for study.

An amendment was adopted setting the Wisconsin annual meeting in March with a mid-year during August and special meetings at the call of the president or upon petition of at least five members. A motion was put through to create a legislative committee consisting of five members with the president as an ex-officio member of the committee.

There were 17 fraternalists represented at the sessions. Among the speakers were Lendon Knight, Herbert Benz, R. L. Bloodgett, legislative chairman, and Joseph F. Walsh, who reported on national fraternal flag day.

Clyde Blocker, General American Life, participated in a panel discussion of "Testing in the Office" at a meeting of the St. Louis chapter of National Office Management Assn.

Let's Talk

FIRST ANNOUNCEMENT! NOW ROLLING OFF THE PRESSES—THE R & R PENSION TRUST MANUAL

The new R & R Pension Trust Manual will be indispensable to every life underwriter working in or seeking to enter the pension trust field. It is exactly the practical, down-to-earth kind of Pension Trust treatment you will want at your command day in and day out.

This year is certain to see a swift ingathering of Pension Trust prospects turned into Pension Trust policyholders. To strike while the iron is hot is a good rule to follow in getting your share of Pension Trust business.

Special Memo to R & R Advanced Underwriting Service Members: Your R & R A.U.S. Service contains the full Pension Trust data covered by this new Pension Trust Manual, so you will not need to order the Manual unless you want a separately bound copy for use at home and in interviews.

WITH THE PENSION TRUST FIELD WIDE OPEN AGAIN, PENSION TRUST PLANS ARE FAST BECOMING STANDARD PRACTICE IN INDUSTRY. SO YOU SHOULD LOSE NO TIME IN ORDERING THIS GREAT NEW R & R PENSION TRUST MANUAL. PRICE (LESS THAN FIVE DOLLARS) WILL BE ANNOUNCED THIS WEEK. IN MEANTIME, RUSH YOUR ORDER ON MONEY-BACK-IF-NOT-SATISFIED BASIS.

NEW!

R & R

THE INSURANCE

RESEARCH & REVIEW SERVICE

INDIANAPOLIS

PAUL SPEICHER • PRESIDENT

**More Than
65 MILLION DOLLARS
Paid in Benefits**

**WOODMEN CIRCLE
Omaha, Nebraska**

Dora Alexander Talley,
President

Florence H. Jensen,
Secretary

Paul C. Agee, who has been with Life of Virginia in the ordinary department since 1945, has established a general insurance agency at Roanoke. He was president last year of Virginia Assn. of Life Underwriters and is past president of the Roanoke association.

ACTUARIES

CALIFORNIA

COATES, HERFURTH & ENGLAND

CONSULTING ACTUARIES

San Francisco Denver Los Angeles

ILLINOIS

CARL A. TIFFANY & CO.
CONSULTING ACTUARIES

211 West Wacker Drive
CHICAGO 6
Telephone FRanklin 2-2535

Harry S. Tressel & Associates
Certified Public Accountants
and Actuaries

10 S. La Salle St., Chicago 3, Illinois
Telephone FRanklin 2-4629
Harry S. Tressel, M.A.I.A.
M. Wolfman, F.R.A. Wm. H. Gillette, C.P.A.
H. A. Macovitch, A.S.A. W. P. Kelly
W. M. Burkhead, C.P.A. Robert Murray

INDIANA & NEBRASKA

Haight, Davis & Haight, Inc.
Consulting Actuaries

ARTHUR M. HAIGHT, President
Indianapolis — Omaha

MICHIGAN

ALVIN BORCHARDT
Consulting Actuaries

76 West Adams, Detroit 26, Michigan
Phone WOODward 1-9515

NEW YORK

Consulting Actuaries
Auditors and Accountants

Wolfe, Corcoran & Linder

119 John Street, New York, N. Y.

PENNSYLVANIA

FRANK M. SPEAKMAN
CONSULTING ACTUARY

ASSOCIATE
E. F. Higgins

THE BOURSE PHILADELPHIA

VIRGINIA & GEORGIA

BOWLES, ANDREWS & TOWNE

Consulting Actuaries
Employee Benefit Plans

RICHMOND • ATLANTA

SALES IDEAS OF THE WEEK

Marsh Gives Inside Information on Record Business at N. Y. C. Congress

NEW YORK—An average case of \$22,000, an annual volume of better than \$500,000 per agent, first year commissions of \$13 per \$1,000, with no pension business; 94% of business renewing the second year; written introductions resulting from 90% of cases handled—that is the record of the John D. Marsh agency of Lincoln National Life at Washington.

At the New York City sales congress Mr. Marsh gave an audience of more than 900 the details about the system of operation that has brought about these results.

The Marsh agency operates entirely on an estate planning basis. While additional life insurance is shown to be needed in 85% of the cases handled by the agency, the agent is required to do a complete estate planning job whether life insurance is in prospect or not.

Plans Own Estate

The first thing the agent does is to plan his own estate, for if he doesn't he may find some difficulty in planning the other fellow's. His estate plan is bound in an attractive leather binder.

The average prospect is not at all reluctant to look at such a plan. The result is that he unconsciously compares the agent's set-up with his own; he gains confidence in the agent through this visual evidence of his capacity and ability to plan an estate; it places the agent and his prospect on a common financial footing; it stimulates the prospect to furnish complete data later in the interview on his own situation; it eliminates either the use of a hypothetical case, with the attendant air of unreality, or someone else's actual case, with at least an implication of betrayal of confidence; it guarantees sincerity and carries conviction in the agent's presentation and enables him to sell the prospect on the importance of estate planning and how to minimize his tax liability.

Takes an Hour

The presentation takes about an hour. The agent reads every word of it and at the same time he is doing a visual selling job with the material.

A usual and natural question of the prospect is: How much will this kind of job cost?

The prospect is given to understand clearly that if the purchase of life insurance should be indicated, he will buy it from the Marsh agency; if life insurance is not indicated he will introduce the agent to at least four of his friends who are in equal or better financial circumstances; if he wants to buy his life insurance elsewhere or have the work done without regard to life insurance he will pay a fee for the work done by the Marsh agency.

SUPPLIES FULL DATA

If a prospect decides he wants this service he must comply with all the requirements for information. This eliminates a lot of duds and the result is that 90% of all those that comply with the requirements do business with the agency.

After completing the job, the agent always asks for a letter of recommendation on the quality and desirability of the service. He also asks for the names of four friends in equal or better financial circumstances. The agent also tells the prospect that an investigation will be made and suggests that he gives the names of four friends as sources of information and the agent gets full details about these references while informing the prospect that the agency's method is to go from one satisfied client to another. Mr. Marsh made the point

that the client sends the agent to his friends because he wants to help them not because he is promoting business for the agency or the agent.

The agency has a well organized "research department" which does the analysis work after the prospect has supplied all the necessary data. If there are unusual aspects to the case—and generally there are none—the agent goes over the case with the research department.

In the 85% of cases that indicate a need for additional life insurance a "prescription" is set up and sent back to the research department for drafting.

The next interview, at which the recommendations are made, always takes place in the office with the prospect's wife present. The agreed-upon version, which usually contains modifications from the original prescription is sent back to the research department.

Six Months to Deliver

Mr. Marsh said that it is usually six months between the first interview and the final delivery of the policies. A case may involve anywhere from two to 50 hours of the agent's time in addition to the time of the research department and that of other experts. One of the agency's strongest selling points is the promise to review the man's estate set-up every two years. Mr. Marsh said that the usual trouble with the estate planning approach is the tendency to kiss off the client after he has been sold.

Maxwell I. Schultz, executive vice-president of the Willmark Service System, talking on the "AIDA" formula for selling. "A" is for attention that the salesman must get and the best thought provokers, he said, are fear, love, and security.

"I" is for interest and the best way to arouse this is to stress the product's value to the prospect.

"D" stands for the desire that the salesman must arouse, for no matter what kind of selling he is doing it is based on emotion rather than reason.

"A FOR ACTION"

The final "A" is action, and this involves any of the normal closing arguments such as "Life insurance is like fun—both get more expensive as we get older."

Touching on the "where" of selling, Mr. Schultz said that the answer to this one is almost anywhere as people are increasingly security minded and life insurance is the only way to take care of this basic need.

Stanley Collins, Metropolitan Life, Buffalo, stressed service as the primary element in enduring success. A debit man of long experience, he emphasized that the problems are exactly the same for the man on the debit as for the strictly ordinary agent.

Frank Bettger, Fidelity Mutual Life, Philadelphia, gave his famous talk based on his best-selling book, "How I Raised Myself From Failure to Success in Selling."

Presents Comedy Skit

Paul S. Craigie, manager of sales training of Lily-Tulip Cup Corp., not only gave a humorous talk on how to avoid success in selling but presented a comedy skit put on by a cast of three from his office who demonstrated convincingly various errors in sales technique, including breaking a flower vase over the prospect's head.

On the more serious side, Mr. Craigie discussed the necessity of handling with the greatest skill the prospect's desire to imitate those that he looks up to.

This is a very effective sales appeal when used adroitly but can back-fire and easily ruin a sale if the prospect gets the idea that he is supposed to want to do something because his alleged betters are doing it.

Edwin H. Snow, assistant superintendent of agencies of Aetna Life, spoke on the possibilities in A. & H. sales. He quoted H. P. Stellwagen, executive vice-president of Indemnity of North America, as saying that the prejudice against A. & H. is 30 years behind the times.

Mr. Snow urged his audience not to look on A. & H. as a door opener for life insurance, although it will frequently work that way. Instead, the agent should look upon A. & H. as an integral factor in taking care of the man's personal insurance needs.

Business A. & H.

Don't overlook the growing field of business A. & H. insurance, he advised, adding that premiums are tax free if properly written and the income from the insurance is tax free to the employee.

Selling A. & H. is just like selling life insurance he said. The purpose is the same—to provide income for the man when his other income stops.

B. N. Woodson, managing director of N.A.L.U., acted as moderator and gave a concise and valuable summary of the principal points of each speaker at the conclusion of the sales congress.

Presiding officer was John H. Evans, manager Home Life of New York, president of the city association.

Convention Dates

March 27-28, Life Insurance Advertisers Assn., Eastern Round Table, St. Moritz hotel, New York City.

March 31-April 1, N.A.I.C. Zone 2, Hotel Roanoke, Roanoke, Va.

March 31-April 3, N.A.I.C. blanks committee, Hotel Commodore, New York.

April 1-2, American Life Convention, regional, Hotel Marion, Little Rock.

April 7-9, L.I.A.M.A. A. and H. spring conference, Drake hotel, Chicago.

April 8-9, American Life Convention, regional, John Marshall hotel, Richmond.

April 17-18, Life Insurance Advertisers Assn., North Central Round Table, Park Plaza hotel, St. Louis.

April 21-23, Home Office Life Underwriters Assn., New York City.

April 23-25, Life Insurers Conference, Edgewater Gulf hotel, Edgewater Park, Miss.

April 24-25, N.A.I.C. Zone 3, Long Beach Resort, Panama City, Fla.

April 27-29, Southern Round Table of Life Insurance Advertisers Assn., Jung hotel, New Orleans.

May 5-7, L.I.A.M.A. large companies conference, Westchester Country Club, Rye, N. Y.

May 16-17, Illinois State Assn. of Life Underwriters annual meeting, Hotel Faust, Rockford.

May 19-20, Insurance conference American Management Assn., Hotel Statler, New York City.

May 26-28, L.I.A.M.A. combination companies conference, General Oglethorpe hotel, Savannah, Ga.

May 26-28, H. & A. Underwriters Conference annual, Cosmopolitan hotel, Denver.

May 26-27, Life Office Management Assn. conference, Broadmoor hotel, Colorado Springs, Col.

May 30-June 1, Consumer Credit Insurance Assn., annual, Hot Springs, Va.

May 28-29, Life Insurance Assn. spring meeting, Homestead, Hot Springs, Va.

June 4, Fraternal Actuarial Assn., Edgewater Beach Hotel, Chicago.

June 13-17, Million Dollar Round Table, annual, Mt. Washington hotel, Bretton Woods, N. H.

June 16-19, International Assn. of A. & H. Underwriters, annual, Asbury Park, N. J.

June 22-25, N.A.I.C. annual convention, Conrad Hilton hotel, Chicago.

June 26-28, American Life Convention medical section, Homestead, Hot Springs, Va.

Sept. 8-12, National Assn. of Life Underwriters annual convention, Atlantic City.

Sept. 21-23, Life Office Management Assn. conference, Netherland-Plaza hotel, Cincinnati.

Sept. 22-24, L.O.M.A. annual meeting, Chalfonte-Haddon Hall, Atlantic City.

al when
re and
ect gets
o want
alleged

superin-
e, spoke
sales.
ecutive
North
evidence
ind the

not to
ner for
ill fre-
ad, the
as an
of the

field of
he ad-
are tax
income
the em-

selling
pose is
or the

ctor of
d gave
of the
at the

Evans,
York,

es

Adver-
ble, St.

2, Ho-

a com-
ork.
ention,
ock.
spring

ention,
mond.
rtisers
Park

Under-

erence,
Park,

Beach

ble of
Jung

panies
Club,

of Life
Hotel

Amer-
statler,

a com-
thorpe

s Con-

Den-

ement
Colo-

it In-
s, Va.

Assn.,

Table,
retton

f A. &
Park,

ention,

ention
brings,

re Un-
atlantic

ement
ia ho-

meeting,
City.



Complete- personal insurance service!

- | | |
|---|--|
| <input checked="" type="checkbox"/> Life | <input checked="" type="checkbox"/> Group |
| <input checked="" type="checkbox"/> Health | <input checked="" type="checkbox"/> Salary Savings |
| <input checked="" type="checkbox"/> Accident | <input checked="" type="checkbox"/> Franchise |
| <input checked="" type="checkbox"/> Hospitalization | <input checked="" type="checkbox"/> Wholesale |
| <input checked="" type="checkbox"/> Medical and Surgical
Reimbursement | <input checked="" type="checkbox"/> Brokerage |
| | <input checked="" type="checkbox"/> Reinsurance |

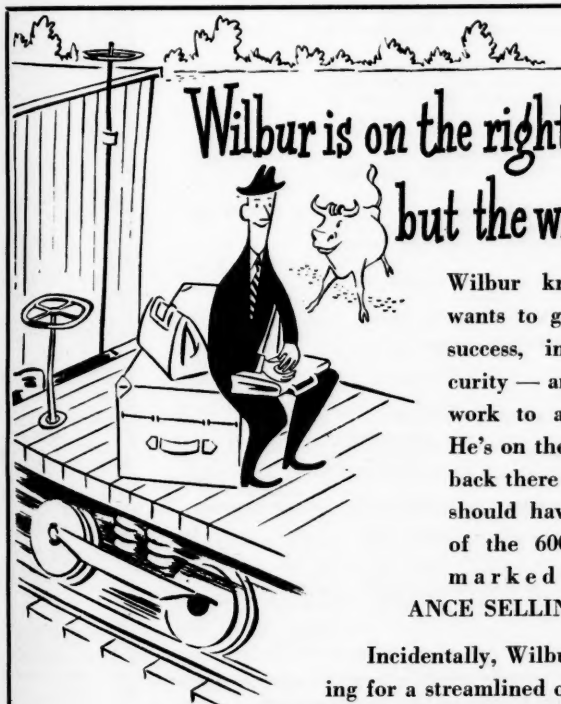
Registered Life Protection

Republic National Life Insurance Company

Theo. P. Beasley, President

Home Office: Dallas

Life insurance in force exceeds \$360,000,000.00



Wilbur is on the right track--
but the wrong train!

Wilbur knows where he wants to go . . . he wants success, independence, security — and he's willing to work to achieve his goal. He's on the right track. But back there in the station he should have gotten on one of the 600 crack limiteds marked "LIFE INSURANCE SELLING".

Incidentally, Wilbur, if you're looking for a streamlined outfit with a solid roadbed and excellent ideas about getting places, write to the Director of Agencies (Wm. J. W. Merritt) at the W.N.L.

WISCONSIN NATIONAL LIFE INSURANCE COMPANY OSHKOSH, WISCONSIN

General Agency Openings in: Wisconsin, Michigan, Illinois,
Indiana and Minnesota

First Legal Reserve Stock Life Insurance Company
Incorporated in Wisconsin

NUMBER THREE in a series of advertisements outlining advantages enjoyed
by field underwriters of the Equitable Life of Iowa

EQUIPPED FOR SUCCESS

Field associates of the Equitable Life of Iowa are equipped for success. A direct mail system and a constructively developed range of promotional material provide effective pre-approach and prospecting assistance. Selling aids in the form of sales literature and proposal forms are available for point of sale use, while many and varied are the good-will and prestige-building items supplied for follow-up purposes. Of major importance among all Equitable of Iowa sales aids is the KEY TO SECURITY service, a comprehensive programming plan of amazing effectiveness.

EQUITABLE Life Insurance Company OF IOWA



FOUNDED IN 1867 IN DES MOINES



that's our NEW

GUARANTEED ESTATE BUILDER

the answer to every father's dreams for his children

- > initial insurance increases to five times at age 20
- > face of policy and all premiums paid returned at death prior to age 20
- > guaranteed low cost—no premium increase at age 20
- > life paid up at age 60

"the perfect sales package for every agent"

Regional Director Positions and General Agency Territory Available in
Maryland — Virginia — West Virginia



Doorway to
Protection

PHILADELPHIA LIFE INSURANCE COMPANY • PHILADELPHIA, PA.

WILLIAM ELLIOTT, President • JOSEPH E. BOETTNER, CLU, Superintendent of Agencies

More Protection for More People

Report to Metropolitan Policyholders for 1951

THE importance of Life insurance and its relationship to the lives of the people of the United States and Canada cannot effectively be portrayed by figures in a balance sheet. Cold figures can never adequately show human needs and their fulfillment. It is important, therefore, to try to interpret these figures in terms of the millions of people they represent and the millions who benefit by the use of the services rendered by the Company and its Agents. The Metropolitan was serving 33,373,000 Life insurance policyholders at the close of the year.

The personal phases of Life insurance—for it is a highly personal business—are highlighted daily by dramatic instances. Sometimes they are so unusual as to give special emphasis to the part our business plays in the life of the United States and Canada. The following quotation from a letter from the son of a deceased policyholder, requesting the return of a policy on which claim had been paid, tells with simple sincerity a moving story of a Life insurance policy, of the son's relationship with his father, and of a sound process of economic and social education:

"This policy . . . has for me possibly a greater sentimental value than it would have cash value . . . For you to understand this, you would have to know the years of close relationship and confidence that existed between my father and me. When I was a small boy, he would take me with him to his safety deposit vault . . . Always he stressed to me the importance of his insurance policy, how this piece of paper would some day have a cash value that might tide the family over in an emergency . . . Time has passed . . . but the sentimental worth of this piece of paper is constant in my thinking . . . I have always been told that business, especially Big Business, is hard and cold and rigid, but I know that this is not so, because business is made up of people. People with hearts and souls and loved ones, and people who have lost loved ones, and some who possibly think and feel the same way that I do."


We were, of course, pleased to grant this unusual request.

The record sum of \$924,000,000 was paid in benefits to policyholders and beneficiaries during

1951. This included payments of \$141,000,000 on more than 1,250,000 claims (five times ten years ago) for Accident and Health and Disability benefits. A new high was also reached in Life insurance in force—\$48,512,000,000, a gain of more than \$3,000,000,000 over 1950.

More people than ever were protected last year by Metropolitan Accident and Health insurance. As the year closed, the Company had in force 3,270,000 policies or certificates providing weekly indemnity for disability of \$86,000,000 per week. Hospital, Surgical or Medical Expense benefits were provided by 2,744,000 policies or certificates.

Another significant development during the year was the introduction of Extended Medical Coverage through Group insurance to protect people against abnormal hospital, surgical, and medical expense that might exhaust a family's entire savings.


CHARLES G. TAYLOR, JR.
President

METROPOLITAN ASSETS AND OBLIGATIONS—DECEMBER 31, 1951

(In accordance with the Annual Statement filed with the Insurance Department of the State of New York.)

ASSETS WHICH ASSURE FULFILLMENT OF OBLIGATIONS		OBLIGATIONS TO POLICYHOLDERS, BENEFICIARIES, AND OTHERS	
Bonds	\$7,692,216,940.58	Statutory Policy Reserves	\$9,284,635,384.00
U. S. Government	\$2,289,608,948.99	This amount which is determined in accordance with legal requirements, together with future premiums and reserve interest, is necessary to assure payment of all future policy benefits.	
Canadian Government	174,292,067.10	Policy Proceeds and Dividends Left with Company	615,163,380.00
Provincial and Municipal	67,686,151.19	Policy proceeds from death claims, matured endowments, and other payments, and dividends left with the Company by beneficiaries and policyholders to be paid to them in future years.	
Railroad	600,924,947.28	Reserved for Dividends to Policyholders	170,404,842.55
Public Utility	1,426,156,349.76	Set aside for payment in 1952 to those policyholders eligible to receive them.	
Industrial and Miscellaneous	3,012,453,404.33	Policy Claims Currently Outstanding	48,734,247.68
Bonds of the Company's housing development corporations	121,095,071.93	Claims in process of settlement and estimated claims that have occurred but have not yet been reported to the Company.	
Stocks	169,090,896.67	Other Policy Obligations	71,057,118.70
All but \$16,499,331.67 are preferred or guaranteed.		Including premiums received in advance and special reserves for mortality and morbidity fluctuations.	
Mortgage Loans on Real Estate	1,890,959,998.40	Taxes Accrued (Payable in 1952)	43,269,538.00
On urban properties	\$1,745,033,573.75	Contingency Reserve for Mortgage Loans	9,000,000.00
On farms	145,926,424.65	All Other Obligations	25,805,419.38
Real Estate (after decrease by adjustment of \$16,400,000.00 in the aggregate)	299,649,990.00	TOTAL OBLIGATIONS	\$10,268,069,930.31
Housing projects and other real estate acquired for investment	\$265,200,536.96		
Properties for Company use	45,070,016.26	SURPLUS FUNDS	
Acquired in satisfaction of mortgage indebtedness (of which \$3,184,671.89 is under contract of sale)	5,779,436.78	Special Surplus Funds	\$103,883,000.00
Loans on Policies	447,060,539.27	Unassigned Funds (Surplus)	528,953,253.76
Made to policyholders on the security of their policies.		TOTAL SURPLUS FUNDS	632,836,253.76
Cash and Bank Deposits	162,302,812.57	TOTAL OBLIGATIONS AND SURPLUS FUNDS	\$10,900,906,184.07
Premiums, Deferred and in Course of Collection	149,471,380.68		
Accrued Interest, Rents, etc.	90,153,625.90		
TOTAL ASSETS TO MEET OBLIGATIONS	\$10,900,906,184.07		

NOTE—Assets amounting to \$513,921,526.32 are deposited with various public officials under the requirements of law or regulatory authority. In the Annual Statement filed with the Massachusetts Insurance Department, "Statutory Policy Reserves" are \$9,284,703,206.00, and "All Other Obligations" are \$25,737,597.38.

COPYRIGHT 1952—METROPOLITAN LIFE INSURANCE COMPANY

Metropolitan Life Insurance Company
(A MUTUAL COMPANY)



HOME OFFICE: 1 MADISON AVENUE, NEW YORK 10, N. Y.

PACIFIC COAST HEAD OFFICE: 600 STOCKTON STREET, SAN FRANCISCO 20, CAL.

METROPOLITAN LIFE INSURANCE CO.
1 Madison Avenue, New York 10, N. Y.
Gentlemen:

Please send me a copy of your Annual Report to Policyholders for 1951.

NAME _____
STREET _____
CITY _____ STATE _____